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THE AIR MAGAZINE FOR THE BUSINESS EXECUTIVE

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★       May the airfreighters  
★       of the world         ★  
★       continue to carry      ★  
★       the peaceful goods of      ★  
★       mankind, and not      ★  
★       the destructive      ★  
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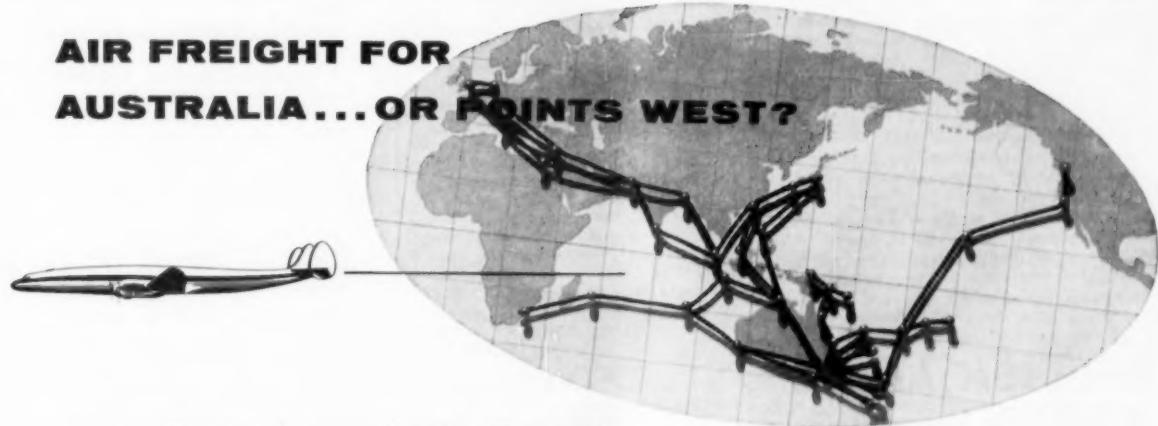
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VOL. 27

DECEMBER, 1955

No. 6

# CAB Approves Air Exchange

## Riddle Expands To Boston and Midwest

Washington, D. C.—Riddle Airlines, scheduled all-cargo air carrier operating between New York, Florida, and Puerto Rico, won an important victory when the Civil Aeronautics Board authorized the extension of its operations to key cities of the Midwest and several additional strategic points in the East.

The Board's decision in the North-South Air Freight Renewal Case also awarded a five-year temporary certificate to the airline. Riddle is the country's sixth-ranking scheduled airline in the carriage of freight, and ranks first among the North-South air carriers.

Riddle's extension of service to the Midwest will link Florida with the following cities: Atlanta, Louisville, Indianapolis, Cincinnati, Columbus, Cleveland, Detroit, and Chicago. The cargo line's Eastern Seaboard service will find Boston as a new Northern terminal, linking Miami via the following intermediate cities: New York, Philadelphia, Baltimore, Washington, D. C., Richmond, and Jacksonville. Stops are permitted at 10 additional cities within the state of Florida.

According to an airline spokesman, services to the new cities will be opened as quickly as the facilities are set up. It is anticipated that some of these points will be opened this month.

## Qantas, BOAC, Airwork In 16,000-Mile Horselift

NEW YORK—Australia last month air-exported horses for the first time in her history, and it took the combined services of Qantas Empire Airways (Sydney-Singapore), British Overseas Airways Corporation (Singapore-London), and Airwork, Ltd. (London-New York) to perform the 16,000-mile operation. Three racers, one of them Prince Morvi, eight-time Australian derby winner, were in the horse-lift.

The steeds formed the vanguard of anticipated Qantas-BOAC-Airwork airhauls to the tune of 75 Australian horses a year. Shipping arrangements were made by Hal Lane, of the Los Angeles firm of Dempsey & Form, specialists in the international transportation of horses.

## Board Excludes Certificated All-Cargo Lines from Participation

WASHINGTON, D. C.—A new facet of commercial air transportation has come into being with the approval by the Civil Aeronautics Board of the air exchange idea proposed by the Air Coach Transport Association and the Independent Military Air Transport Association. Based on the centuries-old concept of London's fabulously successful Baltic Exchange and a number of more recent "copies" in France and Belgium, the exchange is designed to benefit both the users and operators of commercial aircraft. The Board's okay is for the experimental period of three years. (See *The Air Exchange Receives a Nod* in August, 1955 AT.)

CAB approval did not mean that ACTA and IMATA received all they requested. These are the highlights of the 3-2 decision which brought dissents from Members Chan Gurney and Harmar D. Denny:

► Certificated cargo-only carriers are barred from participating in the agreements.

► Exchange operations are limited to domestic charters.

► Numerical limitations have been placed on the flight frequencies.

► The entire capacity of one or more aircraft must be engaged by a single charterer. (This is opposed to the multiple-charter idea proposed by ACTA, wherein more than one charterer would be enabled to engage a plane.)

► Exchange operations may not include charters to ticket or travel agents, or tour conductors, nor commissions paid to the aforementioned.

### Statements of Presidents

ACTA's president, H. B. Johnston told AIR TRANSPORTATION that while he was delighted with the victory, the results were "not near what they should have been." He expressed disappointment over the fact that foreign charters were not included, pointing out that "as long as the Baltic and other exchanges in Europe operate world-wide, America will be tardy in developing air commerce around the world." Johnston also felt that the turning down of the multiple-charter proposal was restrictive.

Nevertheless, he added, the decision as a whole is a victory for American free enterprise, and gives the exchange a place in the air transportation scheme. He stated that CAB Chairman Ross Kizley had performed "a public service."

Ramsay D. Potts, Jr., IMATA president, gave the following exclusive statement to AIR TRANSPORTATION:

"We regard the decision as a milestone in air transportation regulation. We feel (Continued on Page 6)

# AIR TRANSPORTATION

The World's First and Only Air Cargo Magazine . . . Established October, 1942

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**AIR TRANSPORTATION**, published once each month, thoroughly covers the entire air cargo industry for the benefit of all those engaged in shipping and handling domestic and international air freight, air express, and air parcel post, as well as using the domestic and international air mail services. Included in AIR TRANSPORTATION'S wide coverage are: air shipping, cargo plane development, rates, packaging, materials handling, documentation, air cargo terminal development, insurance, routing, interline procedures, new equipment, commercial airlines, military air transport service, air freight forwarders, and business flights.

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Net circulation of this issue (not including distribution to advertising agencies, advertising prospects, public relations firms, newspapers, and magazines; special distributions for promotional purposes; and cash sales) totals 8,078 copies. Gross circulation is more than 8,650 copies. This issue will be received by a minimum of

6,932 shipping and business executives including:	427 airline executives and other personnel
3,274 traffic managers	112 military personnel (principally MATS)
1,035 presidents; partners; proprietors	6 banks
65 vice presidents	17 insurance firms
48 secretaries; treasurers; comptrollers	89 trade organizations
576 freight forwarders	214 Federal, state and city government departments
431 export-import managers; export-import merchants	96 educational institutions and students
376 purchasing agents	63 business and public libraries
992 aviation department heads of commercial and industrial firms	42 foreign governments
135 general and sales managers	55 aircraft and aircraft equipment manufacturers
	24 miscellaneous
	1 awaiting classification

The most recent study of *Air Transportation's* circulation has shown a pass-along of each issue to 3.45 persons, or a total readership of 4.45 persons per copy. On this basis, this issue of *Air Transportation* will be read by a minimum of 35,947 persons. The latter figure does not include readers not classified under "net circulation."



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that these decisions give the large irregular air carrier, now to be known as supplemental air carriers, sufficient market scope to conduct profitable operations giving a valuable service in transportation; but we would hope that at some later date, some of the restrictive conditions attached to our own AIR EXCHANGE operations would be removed. (Editor's Note: AIR EXCHANGE is IMATA's registered trade name.)

The Board decisions are based upon the same premise that we based our testimony on in both cases. These are two fundamental premises, the first premise being that the market for air transportation service is constantly expanding on a wide scale, and the second premise being that the certificated passenger carriers are amply protected by the competitive advantages they enjoy through their entrenched position and their franchise routes and also through the expanding market for air transportation service. The two premises on which we based our recommendation in giving majority of decision in effect adopts our point of view. We expect, therefore, that the certificated passenger carriers would be helped rather than hurt by the decision. We say this because we think the new supplemental air carriers with their expanded authorities will develop a wider demand for air transportation by stimulating the movement of groups by air and the movements of plane loads cargo shipments.

The testimony of IMATA that we refer to was given in November, 1952. At that time we recommended that the Board give the large irregulars unlimited domestic charter rights and the right to operate 12 trips a month without regard to frequency or regularity."

### **Supplemental Air Carrier**

The CAB has changed the designation of irregular air carrier to supplemental air carrier, and has granted a maximum of 10 flights per month in the same direction between any pair of points in a month, with two exceptions. The exceptions are international passenger carriage and intra-Alaskan operations.

"We do not consider charter service as simply low-cost cut rate air transportation," Potts said. "Charter service is special service and demands transportation custom-tailored to suit the needs and demands of the customer. Low cost may be a distinguishing feature of charter service, but in many cases it may not be. Our member carriers have developed a charter market on a shallow penetration basis so far, but they have done it on a broad basis and served all types of customers. Our member carriers intend to develop the charter market on this broad basis and meet the needs and demands for special services of all types.

"The decision in these two cases, especially the large irregular air carrier case, is further recognition by the Civil Aeronautics Board that these carriers have begun to mature. This evidence of maturity and stability was pointed up by the award in September of this year by the National Safety Council of its award of honor to the member carriers of IMATA for two years of operations world-wide without a passenger fatality."

IMATA will hold a special membership meeting on December 6 and 7 in order to refine the plan and procedures for operating the AIR EXCHANGE and to consider other questions by these decisions.

Gurney and Denny, in their dissents, acknowledged that there was a public need for a central facility for carriers and charterers, but held that the method of accomplishing it, as seen by the majority, was wrong. They foresaw the creation of two super carriers (ACTA and IMATA) who eventually would acquire a monopoly of the charter market. Gurney and Denny favored, instead, a "true air exchange or clearing house, like the New York Stock Exchange, which would bring the interest of buyer and seller air carriers together under free bargaining and untrammeled competition."

## Pan Am Flying Caravan Tours Latin America

SAN JUAN—Twenty Puerto Rican industrial leaders last month left here for a tour of six Latin American cities in a quest for new markets. The group, organized by the Chamber of Commerce of Puerto Rico, together with a cargo of specially built display cases, was flown by Pan American World Airways. Cities visited during the two-week tour were Curacao, Caracas, Maracaibo, Panama City, Colon, and San Jose.

The exhibits included products produced by 60 Puerto Rican companies in light metals, plastics, electronics, textiles, wearing apparel, chemicals, etc. The industrialists established liaison with importers and trade groups in the various cities.

## Lufthansa to Expand International Routes

NEW YORK—During his recent visit to this city, H. M. Bongers, president of Lufthansa German Airlines, revealed that the carrier will be very much in the world air transportation picture. It is intent on reclaiming a major part of its old global network.

Next Summer, Lufthansa will inaugurate operations to Teheran, and later that year will expand to the Far East. Also, next Fall the German airline will connect Hamburg with Buenos Aires, via Rio de Janeiro. Chicago is due to be opened in the Spring.

## Finnair First Non-Red Line to Serve Moscow

NEW YORK—The Finnish National Travel Office here has reported that Finnair this month will inaugurate scheduled services between Helsinki and Moscow. Convair 340 equipment will be used. There will be no intermediate stops between the Finnish and Soviet capitals. It is understood that Finnair will receive a number of Convair 440s in the Spring. These will be introduced on the Helsinki-Moscow run.

## Round Table on Air Cargo

NEW YORK—Professionals in different phases of air cargo contributed to a round-table discussion sponsored by the World Trade Club of New York, Inc., last month. Participants were: Leo Strauss, manager, Peter A. Bernacki, Inc.; Robert C. Lord, district sales manager, RANSA; Alvin C. Schweizer, Eastern traffic manager, TACA; and John J. Deus, of E. I. du Pont de Nemours & Company.

(See Page 31)



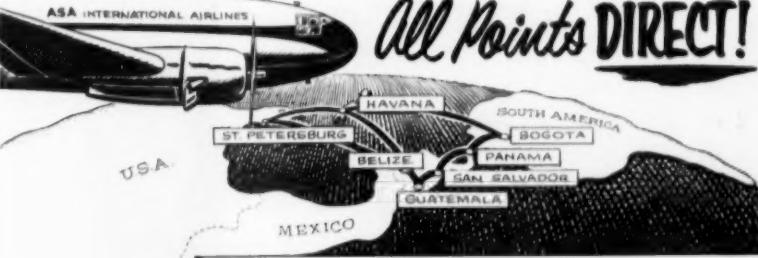
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## Airports

Construction of a fourth air cargo building at New York International Airport will begin in February, according to the Port of New York Authority. Structure is slated for September occupancy. It will replace temporary facilities used by overseas airlines.

**H. Max Healey**, United States resident vice president of Avianca, reports that the new international airport now under construction at Bogota, Colombia will be able to accommodate even the giant Douglas and Boeing jet airliners. Main runway will be 12,000 feet long and 200 feet wide. Airport is 11 miles northwest of the Colombian capital. It is expected to open 2½ years from now.



Healey

September freight statistics for Seattle-Tacoma International Airport show a total of 2,105,238 pounds handled—a drop of 379,340 pounds from the September, 1954, total. First nine months, however, with a total of 22,464,587 pounds of freight handled, are ahead of the January-September, 1954, total by 2,918,174 pounds.

## Commercial Aircraft

Last month's issue highlighted the spate of jet transport purchases by United States air carriers (see *Fabulous Transport Purchases Take Over the Spotlight*). Pan Am ordered 25 Douglas DC-8s and 20 Boeing 707s at a cost of \$269 million. United's order for 30DC-8s represented an outlay of \$175 million. Hard on the heels of these purchases has come the news of American Airlines' investment of \$135 million in Boeing jets. American hopes to have the aircraft in transcontinental operation on June 15, 1949. National Airlines' six DC-8s (cost, \$36 million) will be received in 1959 and 1960, with the first one due in May, 1959. Northwest Airlines is considering buying eight jets. No decision has been made on the type.

**Riddle Airlines** has leased five C-46 cargoplanes with an option to purchase. They will be placed in service on Riddle's New York-Miami-San Juan route. The air freight line's fleet now stands at 22 C-46s and 4 DC-4s.

**Canadian Pacific Airlines** has ordered three Bristol Britannia turboprops with an option on five more. Delivery will be in 1957. This, reports Bristol, is the first dollar order for the big airliner.

**New orders:** Eleven Convair Metropolitans (Model 440) for SAS, 12 for Sabena, two for REAL, and one for Aero O/Y. Sabena also has ordered three more Douglas DC-7Cs. SAS' order totals \$9 million, and Sabena's (including both types of aircraft) in excess of \$17 million.

During the next five years, India will purchase 42 new transports to meet that country's growing needs. Thus far, the Indian Government has decided to purchase 10 Viscounts, with delivery expected by 1957. No decision has been made on the remaining 32. Civil aviation in India is nationalized.

## Congratulations

### United States Airlines

**American:** Thomas J. Harris, with AA since 1938 and one-time manager of international cargo sales for American Overseas Airlines, succeeds Joseph D. Boylan who has resigned as director of cargo sales . . . W. Nelson Bump named vice president—Eastern Region, and Herbert J. Lyall succeeds him as vice president—

Harris

New England . . . T. L. Boyd succeeds the retiring Lawrence G. Fritz, pioneer airmen and veteran airline figure, as vice president—flight . . . Theodore P. Gould, until recently vice president—Eastern Region, appointed district sales manager for the Pacific Area with headquarters in Honolulu. Gould requested to be relieved of his duties as vice president for reasons of health . . . Richard S. Mitchell elected vice president—Guided Missiles Range Division.

**Braniiff:** Jack W. Seay, assistant director of ground operations and responsible for the Latin American Division, promoted to director of ground operations.

**Capital:** James Mellinger, cargo agent, named by the Washington Air Cargo Association as the "most friendly, helpful, and sales-minded air cargo employee" at Washington National Airport during the month of September."

**Delta:** Robert L. Griffith appointed assistant to the president, heading a new office to be established in Washington, D. C.

**Flying Tiger:** John C. Cosgrove, insurance executive, elected to the board of directors. He succeeds the late Thomas J. Sullivan.

**Pan American:** Roger Lewis elected executive vice president in charge of development and defense projects . . . Murlin C. Arner, Miami station traffic manager, named PAA director for Jamaica . . . Antonio Comellas appointed traffic and sales representative in the Camaguey and Oriente provinces of Cuba.

**Riddle:** James J. Kerrigan promoted to the post of traffic coordinator.

**Seaboard & Western:** Richard J. Trainor appointed sales manager. He came to the all-cargo line last year after having been a member of Pan Am's sales staff.

**United:** James J. Hartigan and Bruce W. Bolton named to manage cargo sales activities in the New York and Los Angeles areas, respectively.

Trainor



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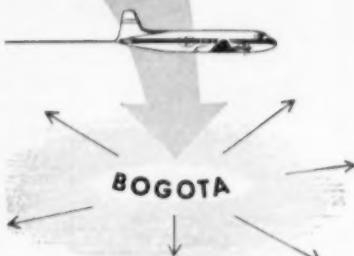
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Bolton

Hartigan

Hartigan succeeds Francis Conway, now chief of outside sales at New York; Bolton takes over the job of Jack Steinbrenner who has resigned.

### Foreign Airlines

Airwork: Arthur

R. Breyfogle (ex-Flying Tiger district sales manager) appointed regional sales manager for San Francisco.



Breyfogle

Japan: Joseph M. Villata (ex-Northwest) named agency and interline manager attached to the Los Angeles office.

KLM: George S. Sztybel, associated with the Dutch airline since 1953, appointed cargo development manager.

Lufthansa: Hellmuth G. Dippel named regional sales manager for New York.

Qantas: Captain Edgar Johnston, former Assistant Director-General of the Australian Department of Civil Aviation, appointed international adviser to the Qantas management.

### Indirect Air Carriers

Air Express International Corp.: John B. Walker, president of the public relations firm of Walker & Crenshaw, Inc. and former airline executive, and Jack F. Chrysler, son of the late Walter P. Chrysler and engaged in private investment, elected to the board of directors.

Emery Air Freight: Ellis D. Slater, president of Frankfort Distilleries, Inc. and a director of Distillers Corporation-Seagrams Ltd., elected a member of the board.

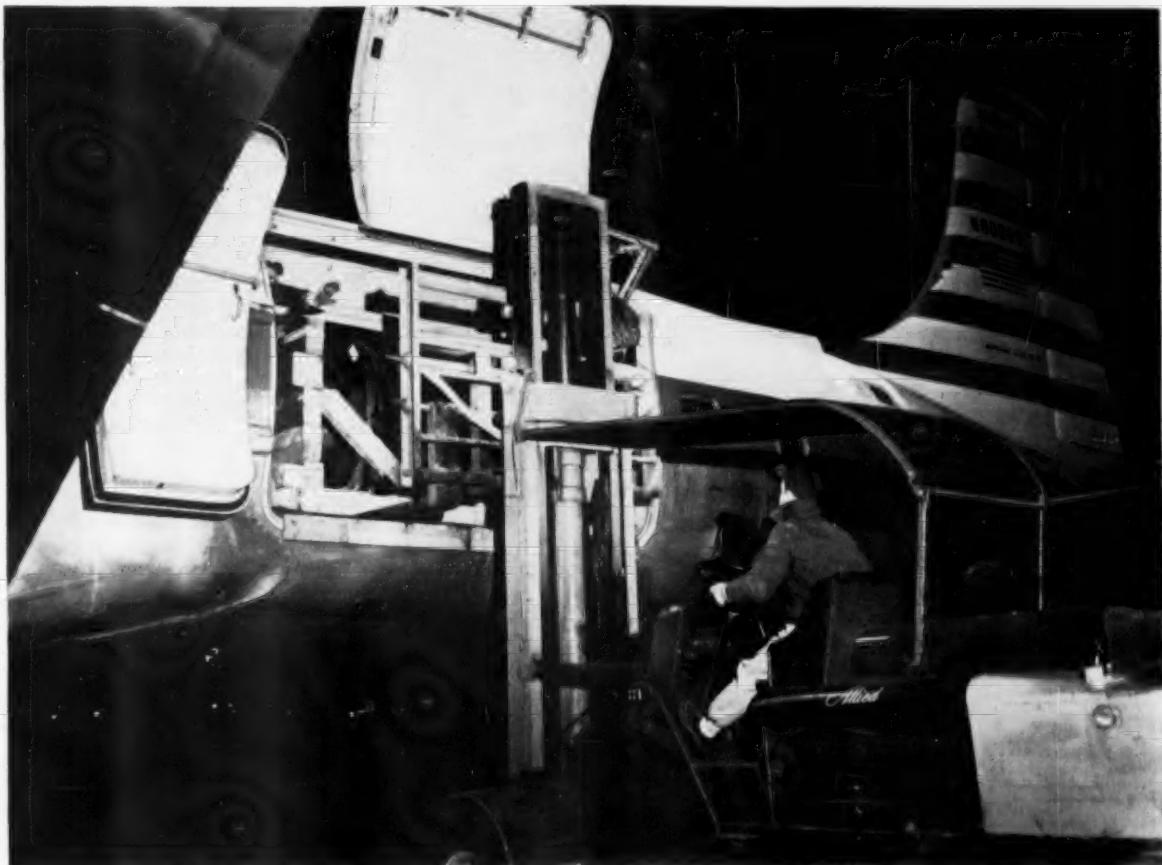
Hensel, Bruckmann & Lorbacher, Inc.: Ignatz Grolik, formerly New York sales manager for Air Express Corporation, now with HB&L in the capacity of air cargo sales manager.

### Aircraft and Equipment

Convair: William C. Keller appointed manager of customer relations at San Diego.

Piasecki Helicopter: Thomas K. Finletter, former Secretary of the Air Force, and John F. Floberg, former Assistant Secretary of the Navy for Air, voted members of the board.

Pratt & Whitney: Clifford A. Brooks named advertising manager.



SIXTEEN-THOUSAND POUND ship's turbine rotor which was airfreighted from New York to South Africa. Shipper's original suggestion of a charter was dropped in favor of AEI's regular service, effecting savings of \$31,000 in air transportation costs.

# What Makes AEI?

By RICHARD MALKIN

HURRICANE CONNIE was hard at her malevolent occupation. Cutting a wide swath across North Carolina, she wreaked death and destruction later estimated to have run into millions of dollars. Fleeing the fury of Connie, the population had holed up as well as it could. The gale-swept roads which normally streamed with activity were clear of traffic. Some of the roads had turned into turbulent rivers.

Somewhere between Raleigh and Durham, an embattled car sought refuge from Connie. Under the circumstances, the most logical place was a tobacco warehouse which happened to be on the driver's sales itinerary. He



Charles L. Gallo  
AEI Pilot

fought through the upheaval of the elements and found the warehouse—but it was in total darkness. Connie, of course, had forced its shutdown.

Quite unexpectedly the visitor found the door open. Since it did not make much sense returning to his car in this howling storm, he stepped inside, blinked in the darkness, and as his eyes gradually became accustomed to the gloom, he was able to make out a faint yellow light at the farther end of the warehouse. He called several times, then the figure of a man stepped out of the shadows and shouted to him to come.

The man in the warehouse turned out to be the president of the firm—an independent tobacco dealer. The visitor introduced himself as Alvin B. Beck, vice president of Air Express Interna-



BULK SHIPMENTS like this one helped Air Express International go over the \$7,000,000 mark this year. One recent shipment involved 48 carloads of enamel goods.



Frank J. Eberle (left) and Robert Bean, representative of the Chicago Brookfield Zoo, greet the first elephant ever to be airfreighted from Nairobi to the United States.

tional Corporation; and to the consternation of the tobacco man, the Northerner was less interested in shelter than in talking business.

They talked tobacco leaf and tobacco leaf shipping. Prior to this stop, Beck had learned that shippers of tobacco leaf samples could send these out at weights lower than the 22-pound rate which the airlines had established for this commodity, apparently without strict reason. Sample shipments were

numerous, but the average could be considerably lower than 22 pounds.

Beck talked air cargo. The tobacco man wasn't interested in air when he had to adhere to an "unrealistic" rate. Beck countered with a description of AEI's world-wide service and the possibility of accepting shipments of any weight without a "penalty" rate. Said the tobacco man: if this could be done, he could double the volume of his shipments at once. Not only would air

cargo moving at a reasonable rate enable him to ship true samples overseas and receive the resultant orders back fast enough to get the edge on his eager-beaver competitors, but he would be able to expand his shipments to international markets never before pursued.

While Connie screamed at the top of her lungs and beat at the warehouse, Beck and the tobacco man effected a deal. Result: tobacco leaf is moving regularly today at five or six pounds per shipment. This introduction to air cargo, as well as similar conversions in the tobacco industry, has built from practically nothing a volume which AEI describes as "respectable and still growing."

### Not Size Alone

Aside from the fact that AEI is a pioneer indirect air carrier—its dazzling history spans two decades—the company currently represents, in philosophy and action, the path which the air freight forwarding industry must traverse. Bigness is not enough. Prior to the association of Charles L. Gallo as president of AEI in August, 1949, the company was huge by industry measure. It had a payroll of 135 employees at that time; but by Gallo's standards, most of the personnel, and consequently the organization as a whole, were merely dabbling at a business with a gigantic potential. It was one thing to be big, and another to make money at being big.

Trained in a hard school of day-by-day economics—he had made the then radical changeover from airline executive, to which he had progressed from the insurance and advertising industries—Gallo proceeded to clean house. Virtually overnight, AEI's personnel roster was scaled down to 75. Reallocation of duties, streamlining of pro-



Alvin B. Beck  
Hurricane Connie didn't faze him.

cedures, elimination of duplicated effort, proper training of specialists, emphasis on sales and service, and the establishment of a concentrated advertising and promotional program brought the anticipated results. Business volume tripled immediately. Any management expert will be awarded a garland wreath for this sort of performance.

AEI's total billing in 1949 amounted to \$1 million. This year, with a total personnel of 145—only 10 more than in 1949—Gallo expects billings to go beyond the \$7 million figure, representing an increase of approximately 35% over the 1954 record. And claims—they are phenomenally low, averaging .001% system-wide.

"We're fulfilling the forwarder's basic job of educating the shipping public and promoting our services right down to the hilt," Gallo said, offering the writer one of several bound volumes of advertising and publicity pieces, then overloading him with a sheaf of cleverly phrased mailing folders. "Since 1949, we've spent about \$350,000 on advertising, not including direct mail. We make it a point to send out at least one mailing piece a month."

### Industry Benefit

The date 1949, of course, corresponded with the advent of Gallo; and the comparative figures bridging the years were mute testimony to the successful choice of method of attack. As AEI's president sees it, the program not only has benefitted his company, but the entire air freight forwarding industry at the same time.

"Read our ads. We have done a big sales job portraying for the shipping public the economic advantages of air forwarding. AEI has advertised trade fairs, hoping to stimulate the minds of manufacturers. Our messages have helped the forwarding industry generally. AEI will get its share. If we don't, it's because we're asleep and therefore we are not entitled to it. We have no interest in dominating the industry. Competition will keep us on our toes."

Gallo, who also heads the Air Freight Forwarder Association as president, doesn't take AEI's phenomenal growth for granted. It's a spur to more development, more creative ideas, more refinement of forwarder-carrier, forwarder-shipper, forwarder-receiver relationships. Knowing that his company represents the keystone of the consignor - forwarder - carrier - consignee structure, he has an astute respect for this basic fact: the AEI client specifies air because his principal interest is in



AEI TRUCK meets the Swiss Air Lines schedule. Said Gallo: "No freight is held until the second day." Seven-day, round-the-clock service assures an uninterrupted movement.



BAHREIN-BOUND HAYDITE (burned cinders)—four plane loads full. An astonishing variety of commodities, huge and small, are handled daily by AEI.

having his shipment expedited. Gallo is acutely aware that his organization would crumble into ruins if he or his lieutenants permitted the existence of bottlenecks which motivate toward costly delays. And simultaneously the definition of air cargo would be annihilated.

Consequently there has been terrific emphasis on a fast, smooth-flowing ground operation. The company became the first to establish seven-day-a-

week, round-the-clock service. Night crews have been installed to expedite freight picked up during the day. On each of the four occasions of the writer's visits to AEI's executive offices at 90 Broad Street, New York, in connection with this article, as well as to its operations at Idlewild and Newark Airports, a single cry was heard:

"No freight is held until the second day. It moves today."

(Continued on Page 22)

# PRE-PACKED DEFENSE



1. Matador assemblies before crating.



2. The same assemblies after crating.



3. Along with crated Matador goes mobile launcher for airfreighting in giant Douglas C-124 Globemaster.



4. Delivered, assembled, poised for action.



5. And here's the action!

THE GLENN L. MARTIN COMPANY has borrowed a leaf from the automotive industry. It is producing interchangeable parts for its *Matador* pilotless bombers, which method has done away with the necessity of shipping the assembled unit intact.

Right now Martin is packing the seven major components of the *Matador* in weatherproof crates which are airfreighted to destinations even thousands of miles from the Baltimore plant. Into the crates go the nose, wing, center section, aft tail, fin and bullet fairing stabilizer sections, and the instrumentation.

The crated *Matador* parts are air-shipped with ease. They can be stacked and stored for long periods of time. If

and when needed, the pilotless weapon can be assembled on the field with ease—thanks to the fact that no two pieces must be made expressly for each other.

The *Matador*, first successful ground-to-ground pilotless bomber developed for the Air Force and the first weapon of any kind to be sent overseas for duty, is launched from a highly mobile launcher whose length equals that of the craft. Thrust upward at terrific speed, the *Matador* drops its rocket booster as soon as the booster's power is exhausted, and under power of its turbo jet reaches speeds attained by the latest-model jet fighters. On the dive toward target, the *Matador* passes through the sound barrier. • • •



Part of the seven-ton air shipment of window fans destined to sweltering New York. Watching the loading are (left to right): Ed Lowe, Flying Tiger pilot; Paul G. Glenkey, sales manager of the Signal Electric Division; and Pete Nucci, co-pilot.

## How We Hold On To Our Customers

By PAUL G. GLENKEY

*Sales Manager  
Signal Electric Division  
King-Seeley Corporation  
Menominee, Michigan*

THERE'S a ghost in the fan industry's closet that comes a-haunting successful companies almost every year. When it appeared this past Summer, air freight proved to be the only "ghost chaser" that could do the trick.

The distributor's and dealer's fan season really starts shortly after the New Year, even earlier for some. They begin at that time to buy their fan inventory for the next Summer. Actually, manufacturers schedule design changes to allow for sales any time after November. By the time customers discard their red flannels the dealer usually has a complete fan inventory waiting.

Sometimes dealers and distributors

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Signal ties in promotion with traffic. In this photo the company is shown taking full advantage of its fifth planeload of New York-bound fans. Each carton, constructed of sturdy though light corrugated board, carries an advertising message on its panel. Left to right: Elmer A. Otte, vice president of The Brady Company, Signal's advertising agency; the author; and Neil O'Donnell, Signal's sales promotion manager.

***It's been a tough pull for air cargo, but...***

# THE FUTURE NEVER LOOKED BRIGHTER

By DWIGHT L. GENTRY

*Associate Professor of Marketing*

*University of Maryland*

**A**T the end of World War II the possibilities of air cargo transportation burst upon the scene with loud acclaim. The physical possibility of transporting freight was no longer a question. Two things stood in the way of the airplane making real inroads into the transportation of goods:

► Business operators had to be shown the marketing advantages of air freight.

► The ton-mile cost of flying freight had to be reduced.

The accomplishment of both of these objectives was freely predicted. In fact, predictions flew thick and fast; and for the most part they bristled with optimism.

Now, 10 years after the end of World War II we are able to look at the beginnings of the air freight development with a little more objectivity. It did not take 10 years for us to realize that the early predictions of the growth of air freight volume were far too optimistic. The same obstacles to traffic development that existed in the late 1940s are still with us. While traffic volume did not develop as many predicted, rather steady progress has been made. In 1955 we find a more cautious optimism replacing the unrestrained enthusiasm of 1945.

In many respects the conditions surrounding the air freight picture are strikingly similar to those of 10 years ago. The historic battle over the certification of all-cargo carriers is far from finished; although it now seems that the all-cargo lines are fighting a rear-guard action. *Aviation Week* (March 14, 1955, p. 146) reported as follows:

*"One thing is certain—the more aggressive combination carriers are going to continue to keep the pressure on in an effort to prove that independent all-cargo operations aren't necessary, that the combination carriers can handle all the business available."*

It now looks as if the combination carriers may succeed in relegating the all-cargo lines to a position of lesser importance. The contributions of the all-cargo lines to the development of air freight will remain regardless of future developments.

## Problems the Same

The problem of selling the business man on the advantages of air freight is still much discussed, just as it was in the immediate postwar years. Present ton-mile rates reflect little progress in reducing costs, though relative to other forms of transportation some slight progress may have been made. The same commodity lists that characterized air freight in the beginning are still predominant.

On the other hand, there are signs that point to real progress in the decade ahead. Many of the combination carriers are now showing a renewed interest in air freight. Despite claims to the contrary, there have been reasons to doubt that, in years past, the combination lines had much enthusiasm for freight. *Business Week* summed it up quite well (issue of June 19, 1954):

*"Since World War II, air freight has been the precocious but neglected stepchild of the airlines. It has grown without any serious, broad-scale study of how it fits into the nation's distribution pattern as a whole."*

The claim was often made that the combination carriers were interested only in the express-type cargo that could be hauled in the unused space in the passenger plane. With the exception of a very few carriers, little was done to dispel this idea.

Now it looks as if the combination lines are taking the air freight challenge seriously. American Airlines, long a leader in freight development among the combination carriers, has launched a training program in air freight salesmanship. The objective seems to be the introduction of industrial selling techniques into air freight salesmanship. Similar stirrings of interest have been evidenced by other combination carriers. Programs such as that started by American may well lead to overcoming one long-standing obstacle: that of showing the business man the advantages of air freight.

Why the revitalized interest in air freight on the part of the combination carriers? The challenge of the all-cargo lines has been one factor. But perhaps of more importance is the probability that airline management is coming to realize what certain executives in the industry have long maintained: that airline revenue from cargo must eventually surpass the revenue from passenger traffic. This conclusion derives not only from a realization of the great potential in air freight, but from the realization that passenger traffic is likely to encounter a definite ceiling as volume rises.

Airline business—passenger or freight—is distance business. While passenger traffic is influenced by factors such as income, availability of service,

(Continued on Page 21)



A SUBSTANTIAL PART of ARC's "flying sales" setup. Shown in front of the company's hangar are (left to right) H. H. Benning, research and design engineer; S. A. Meacham, field service and sales engineer; and the author, H. S. Christensen, manager of field engineering and sales development. In background are *Navion* and *Bonanza*.

# MORE SELLING TIME AT LOWER COST

By H. S. CHRISTENSEN

*Manager, Commercial Field Engineering and Sales  
Aircraft Radio Corporation  
Boonton, New Jersey*

IT'S 4:55 in the afternoon and a last-minute 'phone call from a dealer tells me it might be a good idea to make a field trip first thing in the morning. A few minutes of pre-trip preliminaries (are all 300 pounds of my field equipment in good order?) and I'm all set . . . with plenty of time left today to mow the lawn before an early dinner.

Tomorrow I'll leave my home in the North Jersey hills at 7:30 a.m. . . . and be having coffee with Dealer X and a prospect four states away at just about the same time my commuter neighbor is scurrying down into the tube station at Hoboken for the last leg on the daily jaunt to his Maiden Lane insurance office.

And I'll finish my business with Dealer X and prospect, hop over from Richmond, Virginia, to Ohio . . . to Western New York State . . . make a couple of important stops in Pennsyl-

vania . . . and be raking the lawn tomorrow evening at home when my neighbor gets back from the city.

The sales executive who has to spend a good deal of his time planning trip itineraries is certainly operating at reduced efficiency. Even if the planning and attendant detail is capably handled by an aide, there is time loss, possibility of procrastination and other factors to be considered.

## Two Aircraft

With two planes available for executive, sales and engineers' travel and test work, we at Aircraft Radio Corporation find that instead of worrying over trip planning—or procrastination—the ability to say, "We can do it right now," means elimination of a lot of guesswork, lost motion, and wasted time. We're in a much better position to handle situations as they arise, espe-

cially where the probable value of a quick field trip is indicated.

We do a great deal of spur-of-the-moment field sales and service educational work among our 60 United States dealers and Army, Navy and Air Force installations, simply because we are in a position to take off at a moment's notice.

Of course, we are in an ideal position to make use of executive planes. All of our customers are strategically located—at airports; we have our own hangar and airfield, and for our field service and sales work our 300 pounds of field test equipment together with the complete ARC line of communication, navigation and flight director equipment is designed for just such planes as our customers use.

In our position of dealing with people located for the most part right at airfields there is, of course, a decided

(Continued on Page 26)

# AIR TRANSPORTATION

The results below are based on a 21% sample of Air Transportation Magazine's net circulation, and audited by Comptel.

## SUMMARY OF RESPONSE

	% of total
1. Read AIR TRANSPORTATION regularly and find it useful .....	93.45
2. Read AIR TRANSPORTATION occasionally and find it useful .....	0.88
3. Read AIR TRANSPORTATION regularly and do not find it useful .....	0.68
4. Read AIR TRANSPORTATION occasionally and do not find it useful .....	2.97
5. Read AIR TRANSPORTATION regularly, but are undecided or have no opinion as to the usefulness of AIR TRANSPORTATION .....	0.85
6. Read AIR TRANSPORTATION occasionally and are undecided or have no opinion as to the usefulness of AIR TRANSPORTATION .....	1.17
	<b>100.00%</b>

HOW
Regular readers finding magazine useful .....
Occasional readers finding it useful .....
Regular readers finding it not useful .....
Occasional readers finding it not useful .....
Undecided regular readers .....
Undecided occasional readers .....
TOTAL
Traffic officials & including freight Presidents, propri and industrial Vice presidents of Secretaries, treasur and industrial General and sales firms .....
Export and import Airline personnel (1)

# READERSHIP SURVEY

Certified Reports, Inc., national survey and research agency, with executive offices at 1501 Broadway, N. Y.

## HOW VARIOUS TYPES OF READERS RESPOND TO AIR TRANSPORTATION

TRAFFIC OFFICIALS; FREIGHT FORWARDERS	PRESIDENTS; PARTNERS; PROPRIETORS	VICE PRESIDENTS	SECRETARIES; TREASURERS; COMPTROLLERS	SALES & GENERAL MANAGERS	EXPORT- IMPORT MANAGERS	AIRLINE PERSONNEL	HEADS OF AVIATION DEPARTMENTS	PURCHASING AGENTS	MILITARY PERSONNEL	GOVERNMENT PERSONNEL	TRADE ORGAN- IZATION OFFICIALS	MISC.	TITLES NOT IDENTIFIED
95.68	91.28	90.20	73.91	88.31	98.08	97.78	96.23	92.32	93.55	94.12	100.0	92.39	60.0
0.51	0.58	1.96	4.35	2.13	...	2.22	1.89	2.56	...	5.88	...	2.17	1.85
0.76	0.58	3.92	8.70	1.06	...	...	...	...	...	...	...	...	...
2.03	2.33	3.92	13.64	5.32	1.92	...	...	...	6.45	...	...	1.09	25.91
1.62	...	...	...	1.06	...	...	0.94	2.56	...	...	...	3.26	...
...	5.23	...	...	2.12	...	...	0.94	2.56	...	...	...	1.09	12.24
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

## CLASSIFICATIONS OF RESPONDENTS

	% of Total Respondents		% of Total Respondents
Heads of commercial and industrial firms, freight forwarders	48.56	Heads of aviation departments of commercial and industrial firms	6.49
Proprietors, and partners of commercial and industrial firms	10.56	Purchasing agents	2.36
Heads of commercial and industrial firms	3.78	Military personnel	1.89
Treasurers, and comptrollers of commercial and industrial firms	1.38	Government personnel	1.03
Sales managers of commercial and industrial firms	5.71	Trade organization officials	0.61
Export managers	3.19	Miscellaneous	5.61
Personnel (principally executive)	5.53	Titles of respondents not identified	3.30
			100.00%

# BUSINESS FLIGHT



## Safety's the Word . . .

● The National Business Aircraft Association, at its Eighth Annual Meeting and Forum in Detroit last month, presented safety awards to 69 corporation pilots who represented a total of 55,785,995 miles of flight without accident or injury. The NBAA presented its award to the first pilot of each member organization who had flown 500,000 or more accident- and injury-free miles. Nineteen of the award-winning companies have flown one million or more accident- and injury-free miles in their business aircraft. These companies are: Anchor Hocking Glass Corporation, Lancaster, Ohio (1,232,200); Burlington Industries, Inc., Greensboro, North Carolina (3,188,961); Columbia-Geneva Steel, San Francisco, California (2,301,544); Corning Glass Works, Corning, New York (2,102,565); Ford Motor Company, Dearborn, Michigan (2,300,000); General Electric Company, Schenectady, New York (1,376,200); Great Lakes Carbon Corporation, Stratford, Connecticut (2,389,636); Gulf Oil Corporation, Pittsburgh, Pennsylvania (1,810,380); Hercules Powder Company, Wilmington, Delaware (2,104,035); Holley Carburetor Company, Van Dyke, Michigan (1,080,326); International Paper Company, Mobile, Alabama (1,658,714); Minneapolis-Honeywell Regulator Company, Minneapolis, Minnesota (1,424,000); Monsanto Chemical Company, St. Louis, Missouri (4,272,894); Owens-Illinois Glass Company, Toledo, Ohio (1,412,646); The Procter & Gamble Company, Cincinnati, Ohio (1,264,277); Shell Oil Company, New York, New York (1,250,000); Slick Enterprises, Winston-Salem, North Carolina (1,114,000); Southern Natural Gas Co., Birmingham, Alabama (2,147,989); Thompson Products, Inc., Cleveland, Ohio (1,020,000).

## Cessna Model 170 . . .

● The Cessna Aircraft Company has started delivery of its four-place Model 170. A partial list of the new features of the business plane includes two-tone exterior color arrangement, greater visibility, lower noise level, and additional cabin room. Two doors, each three feet wide, give access to the cabin. It can be converted in approximately 10 minutes from a passenger plane to a light cargoplane able to accommodate more than 500 pounds of cargo.

## TWA Plays It Safe . . .

● More than \$2½ million in electronic radio and radar equipment is being installed in TWA's fleet of 167 aircraft. Fifty-two percent of the sum will go for the installation of 360 channel VHF (very high frequency) radio in Constellations for improved short-range air-ground communications; 26% for 144 channel HF (high frequency) radio in international 749A Constellations for improved long-range air-ground communications; and the balance for weather surveillance radar in TWA's 20 Super-G Constellations, and pre-installation work on these planes during manufacture.

## Super Aero Commander . . .

● The Model 680 Super Aero Commander, an executive airplane powered by twin super-charged engines and capable of a top speed of 260 miles per hour, is going into production for 1956 delivery, the Aero Design and Engineering Company has announced. The plane has a normal range of 1,400 miles and a maximum range of approximately 1,600 miles. It has optional seating arrangements for six to seven people, or a five-place arrangement with two full-length lounges and special provisions for an icebox, toilet, and tuck-away table. All of the seats can be removed from the cabin in less than 15 minutes if it is desired to convert the plane for cargo use. According to R. T. Amis, Jr., president of the company, the aircraft was designed and is produced for business use.

## HOW WE HOLD CUSTOMERS

(Continued from Page 15)

are too conservative in building inventories because they must always have help from the weather—and the weather can be fickle. But, even with a good inventory, if a particular fan line and/or the weather get hot, the dealer may have to run up the emergency flag.

From General Mitchell Field in Milwaukee, a typical junket to the Newark Airport in New Jersey by Flying Tiger Line solved such an emergency during a 100-degree July heat wave. It was the fifth time in a month that emergency air shipments had been called for by Gerald O. Kaye Associates, exclusive Metropolitan New York distributor of Signal Fans. Six other air shipments divided between Raymond Rosen and Company of Philadelphia and All-State Distributors of Newark, brought the monthly total to 11 shipments.

For this particular emergency, Kaye had called the Signal plant at Menominee, Michigan. There, in 50-degree coolness, 14,000 pounds of Signal window fans were hurriedly loaded to make a prearranged rendezvous at Mitchell Field. They had to get to the Eastern heat wave that same day to be helpful.

At the field they were loaded in a Flying Tiger airfreighter which immediately took off for Newark. There Kaye, the Signal distributor, had stand-by trucks waiting to whisk the fans off to frantic dealers all over the five boroughs of New York. It was the only way to get the fans there in time to bolster fading inventories while sweltering New Yorkers were still suffering—while the 100-degree heat wave was keeping them in a comfort-seeking mood.

### Idea Will Spread

The idea of using air freight for these recurring emergencies worked so well for Signal Electric Division that it is believed more companies will be using it next Summer. While retail trade papers were carrying stories about dealers having to turn away perspiring customers because additional fan shipments still hadn't arrived, Signal's distributors planned a big advertising push to let customers know where they could get these airborne Signal Air Sweepers.

The results are significant, because while Signal plant inventories were completely sold, some other manufacturers were not as fortunate. With them it was obviously due in part to

not having merchandise in the right place at the right time. Air freight had solved that problem for Signal.

Fan manufacturers, as a group, are promotional-minded and seldom let an opportunity for publicity get past them. Deadline-conscious dispatchers and freight handlers wish this were not so, perhaps. Huge banners and busy photographers are often too much a part of these emergency air shipments. Airline personnel are most cooperative, but politely plead for a cleared area when loading time arrives.

The results of this "bothersome" picture-taking are beneficial to the air freight industry, too, however. Photographs of the July Flying Tiger shipment mentioned earlier were published in metropolitan newspapers, industry trade papers, and many other media that are read by prospective shippers.

### Proper Packaging

Physical handling of these emergency fan shipments presents no particular problem because packaging has been developed for utility as well as advertising purposes. Although the cartons must have poster-type displays on every panel, they are constructed from sturdy corrugated board with adequate reinforced packing inside to prevent damage from jarring. Pallets and fork lift trucks worked very well for these fan shipments.

The problem of accessibility to large airports is very important. Since most air shipments are emergency shipments for a fan manufacturer, one day can make the difference between profit and loss on a particular order. The fans must arrive on time because such a shipment is profitable only when heat in the high 90s causes fast turnover. If they get there after the heat wave, it is too late.

Most Signal Fan shipments, for example, had to be made by way of Chicago. This meant the fans had to be shipped by truck several hundred miles before air freight could begin expediting. The last shipment was made from Milwaukee and saved almost a day and a half over the time required to ship from Chicago.

Use of air freight has many compensating factors besides the time element. Customer good will, which we price so high, can be changed from a negative state to a positive one in the flash of a propeller. We could say that dealers could avert these emergencies by keeping bigger inventories, but the proverbial "win the argument and lose the sale" statement applies here. When dealers get in a spot due to a prolonged and perhaps unexpected heat wave, we are more than happy to de-

clare a state of emergency in our shipping department. But, only through air freight can we do a fast enough job in all cases.

It is my belief that the inventory "ghost" will continue to haunt the fan industry during the Summer heat waves. Only supernatural insight could obtain perfect correlation between location of fan inventories and Summer's heat waves. The next best solution is flexible shipping arrangements that make full use of air freight during such emergencies.

Fan manufacturers are laying elaborate sales plans right now that are aimed at moving as many fans as possible into distributor and dealer stock rooms right after New Year. But the author, as one of those sales managers, will give you odds that he and his competitors will be using air freight again next Summer to get emergency fan shipments to the right place at the right time. • • •

### THE FUTURE

(Continued from Page 16)

public attitude, etc., it is still predominantly influenced by geography. Air passenger traffic between points that can be traveled in a few hours by land faces definite limitations. This can be seen in certain instances of airport development. Miami, relatively isolated by distance from other population centers, has proven a prosperous air center. In contrast, Baltimore, with its relatively new Friendship Airport, has encountered severe difficulty in developing traffic. Some of the problems at Baltimore spring from the fact that many distance flights enplane from nearby Washington, D. C.; but of equal importance is the realization that Baltimore is located within less than 200 miles of some of our largest population centers. Several factors operate to discourage air travel over short distances:

► Most airports, by their very nature, are located in outlying areas. This means that the potential passenger must fight his way through congested traffic to and from the airport. The trip to and from the airport may partially nullify the time saved when a short flight is involved.

► People traveling for business or pleasure often find it desirable to have the use of an automobile at the point of destination. Thus they drive their own cars rather than rent, or travel by taxi.

► Despite the comfort of modern airliners, a few people still are subject to airsickness—and they hesitate to risk some discomfort for the time saved on a short trip.

► And finally, the time saved by



## new AEI tariff provides:

- Specific commodity rates on more products to more destinations than any other carrier
- Low specific commodity rates applicable to shipments of as little as 25 pounds!

Greater savings than ever before on air cargo costs are offered shippers under the new Air Express International tariff in effect NOW. The tariff establishes a history-making new low minimum of only 25 lbs., LOWER THAN PROVIDED BY ANY OTHER ORGANIZATION. Thus air shipment becomes feasible for more types of products and more shipments of smaller bulk . . . available to more and more export and import shippers!

Fastest service . . . with shipments moving on DAILY or earliest flight basis under AEI responsibility from origin to destination. SPECIFY AEI for super service, super savings!

**Write for FREE LITERATURE and NEW TARIFF.** Learn how AEI speeds your airfreight, furnishes many extra services . . . yet saves you money!

Cable Address: AIRSEAEK - SURFRET

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air travel over a relatively short distance may be insignificant except in emergency cases.

Thus, it is contended that the bulk of our potential air passenger traffic exists between distant points; and the total volume of such traffic faces a definite ceiling. It is not meant to imply that this ceiling has been reached—or efforts to expand passenger volume will come to naught. There is still a great potential passenger traffic volume to be developed; but such expansion will invariably reach a point where its increase will be at a decreasing rate—and finally it may reach a relatively stable volume.

If air passenger traffic is viewed as facing limitations in expansion at some future date, it is understandable that forward-looking management among the combination carriers might well start giving serious consideration to cargo development. Cargo transportation by air is still in its infancy when compared to overall passenger accomplishments. The opportunity to develop business in this area is tremendous. Assuming the business man can be educated to the advantages of air freight, the remaining big hurdle is that of cost. In a scientific age such as ours, the problem of reducing cost can only be one of time. Increased interest in air freight on the part of the combination carriers will undoubtedly speed the day of lower cost operations. Definite progress is being made in the development of a low-cost, specially designed cargoplane. There is considerable interest in the Lockheed C-130 turboprop and the Douglas C-132.

If the achievements implied in this report could be realized—even if ton-mile costs could be reduced to as low as 8¢—the sunrise of a new day in air cargo would be here. Despite the wrangling and disappointments that have characterized the industry to date, the future never looked brighter. • • •

### WHAT MAKES AEI?

(Continued from Page 13)

Well, what about consolidations? There was some rumor in the industry that certain consolidators were holding up their clients' shipments until bulk could be achieved.

"That just doesn't happen in our organization," Gallo said with some heat. "We're opposed to it for more than one reason. AEI has 4,500 export accounts on its books, and we're out to keep every one of them. There's a strict rule which applies to every one of our stations: no shipments are held up pending volume for consolidation. We'll expedite the shipment even if it means taking it on the chin for a loss. We're taking a long view on this thing."

Gallo called for some of the company's carefully guarded statistics. He ruffled through several pages with Beck at his shoulder. They found the desired page simultaneously.

"Here!" he said, turning the statistics over to the interviewer. "See for yourself."

It turned out that Miami was a sore point for AEI, at least as far as consolidation was concerned. During the month of September, 1955, Miami handled a total of 287 consolidations. The average revenue per shipment for the company was \$2—considerably less than what would have been earned had the traffic been handled as an International Air Transport Association cargo sales agent at the established 5% commission.

"We've lost money consistently on consolidation at Miami," Gallo stated, "but the shipments move, bulk or no bulk."

There is no doubt that in the field of international air freight forwarding, Air Express International has made the biggest splash. Quite possibly it is the largest of its kind in the world. This writer was in Europe twice during the past nine months, speaking with shipping and airline executives in five different countries, and the general tenor of conversation displayed a keen awareness of the impact of AEI on the world market.

### Background

Certainly the early history of AEI has a bearing on the evolving success of the organization. The forerunner was Air Express International Agency, founded in 1935 and headed by Chester Mayer (currently chairman of the board), principally for the purpose of handling air expressed imports. Its first full year the fledgling company grossed \$35,000. Came World War II and the agency's profits zoomed like a rocket. With it came expansion of facilities and the realization, prompted by the fabulous records of the military air cargo operation, that a new era in international air commerce would dawn after final victory.

But while the expected new era dawned after the war, there was no tremendous rush to overload the country- and ocean-spanning air transports. There was a big void: on the one hand there was a vast potential, on the other hand a horribly uninformed shipping public remained tied to terra firma. AEI's excellent facilities and its overseas agencies—Mayer had traveled many thousands of miles abroad to set up offices and to establish reciprocal arrangements—were going begging for the activity they could handle. As in-

dicated earlier in this article, the new concept came with Gallo four years after the war's end. Gallo brought Beck in three months after his own arrival, and the latter has acted as his right hand man ever since that time. Beck is a World War II flyer who, after the war, gravitated toward the airline and then the air freight forwarding business. Later, Frank J. Eberle joined the team as vice president.

What other ingredients are necessary to the success of a company in an industry still in its pioneering stage? Gallo didn't think long on this point.

"Salesmanship, top service, and honesty," he asserted. "You can underline the last one. We never made a deal under the table with a shipper or carrier. Our clients realize it and it shows up in our steadily growing revenues. Of all the major shippers handled by AEI during the past six years, only one has been lost to us as an account—and that single one for a private reason."

### AEI Innovations

Gallo and Beck, who were sharing the interview on this particular day, were understandably proud of AEI's long series of firsts—and neither executive was sure he could remember all of them.

A first of tremendous import was pulled off by Gallo when he signed up in swift succession three scheduled domestic air carriers—Capital, United, and Mohawk—to represent AEI. This, in a strong sense, was an inversion of the usual process: for the first time a direct air carrier became the agent of an indirect air carrier. Also, the deal had enabled the domestic airlines to enter the international business, minus any responsibility for the intricate business of consular documentation.

Gallo indicated that he is currently engaged in the negotiation of similar pacts with several additional domestic airlines. Another deal which, at this writing, had not been officially announced, is an agency agreement with an organization which maintains 125 offices and terminals throughout the United States.

What other achievements? Gallo and Beck ticked them off on their fingers: the company led in the development of forwarder rate structures; rate levels, attractive to the shipper and leaving a fair margin of profit to the forwarder, were devised; it established managing agency agreements with foreign freight forwarding companies which keep the lion's share of the commissions—the reverse of normal airline agency agreements. With respect to the latter, the agencies are located in

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America's stellar industrial names, best known to the kitchen toiler, was beset by the problem of delivering to Havana a small packet which represented a quarter-million-dollar contract. In the classic tradition of pulp thrillers, consummation of the terms of the contract was contingent on delivery of the document before a specified deadline—and that deadline was only a few hours away. The hot potato was tossed into the hands of AEI's Newark station. A frantic rundown of the various schedules, a telephoned alert to the carrier, a New York Airways helicopter hopping over the New Jersey and New York traffic to meet the plane at Idlewild—and another job was accomplished. Now a static record on paper rests in a dead file; one envelope of documents, Newark to Havana. Consignment accepted. Paid in full.

### Bulk Cargoes

If this foregoing example involved a tiny shipment which under a different set of circumstances might have traveled to Cuba by air mail, there are reams of case histories dealing with huge cargoes wrested from the ocean-going vessels: elephants, heavy machinery, motor cars, knocked-down aircraft, TV receivers, and practically anything else of considerable dimension that will come to the reader's mind. AEI handles more planeloads of freight than any other forwarding firm. Only recently it shipped 48 carloads of enamel goods to Latin America in a three-month period. Weighing in the neighborhood of a million pounds, this stream of enplaned cargo found its origin in a single manufacturer.

England, France, Belgium, Holland, West Germany, Switzerland, Italy, and the Philippines. Then, too, AEI has 30 Federal Maritime Board-registered and/or IATA air cargo agents working as sub-forwarders, on the basis of the standard 5% commission. The company has effected the simplification of airwaybillling by interleaving its documents with those of the carriers. It is providing two-way service across the Atlantic and Pacific Oceans "under the AEI umbrella." Whenever possible, it does in-transit and informal entry clearance work during night hours. This is being accomplished at the present time at the New York, Los Angeles, and San Francisco gateways.

On the subject of IATA commissions to the air cargo agent, Gallo is of the firm opinion—and on this point he is unanimously seconded by the forwarding industry here and abroad—that 5% allows no margin of profit to the forwarder. (Last month, in Western Germany, the director of a major forwarding firm in that country informed this writer that his firm was accepting the inadequacy of the commission on a

twofold basis: that the losses it was incurring now in the handling of air shipments represented an investment in the future, and that it was only a matter of time before the commission would be raised to a more realistic level.) When IATA regulations permit, Gallo stated, he would upgrade the level of commissions to his sub-agents to whatever percentage IATA established. AEI's sub-agents are valuable to the firm, he added, pointing out that they had been hand-picked on the basis of their ability to handle traffic and service accounts—two distinct musts in the AEI framework.

The belief in the now trite statement that air cargo has barely scratched the surface permeates the company from the big brass down. It's got to be that way. No other kind of thinking can be tolerated. If it isn't put in so many words by the personnel, it is unmistakably reflected in their feverish activity. There is an air of fighting the clock, of battling plane schedules. Beck took it as a matter of course:

"It's our business," he said simply.

There was the time when one of

But four dozen carloads were an end-result. How were they ever converted to air? The answer to this might well be in the case of another, much smaller export shipment of enamel goods. AEI's sales representatives made contact with both the consignor and Venezuelan consignee. The shipper was willing to go along with utilizing the air services, but

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the consignee balked for the traditional reasons. In Latin America, the purchaser generally trusts no one but himself to specify the method of shipment and even the routing of the traffic. AEI had a job cut out for itself. The log jam was broken when a carefully worked out cost comparison proved unquestionably that his shipment—in this case, two boxcars—could be landed in Venezuela at the same cost as ocean freight, and in some instances, even lower.

The shipment was made by air. AEI proved its case and a permanent conversion was achieved.

For many of its bigger accounts, the company stations in effect perform the functions of a warehouse. They will act as gateway depots for the shipper, accepting an inventory of merchandise and shipping by lot as instructions come through from the source. Often the shipper will consign to AEI's care shipments originating in scores of widely separated cities. The station will control inventory pending completion of the documentation process, then expedite the shipment.

### The Pay-off

The exacting and often expensive job of educating the shipping public is at long last making a dent in the collective mind of the businessman. There's still a big chore ahead, but Gallo and his organization are girding for the inevitable results of their ceaseless labors to educate, to prove, to demonstrate by action. A mighty weapon is the company's 127-page tariff covering points in every part of the globe. It cost some \$6,000 to print.

To carry out its program, AEI maintains 10 gateway offices. It has 67 originating points, 122 direct destinations, and more than 500 off-line points. In addition, the company has more than 300 offices and/or agents dotting the world map. This overseas setup was 20 years in the making. Most of the foreign agents were designated by Mayer in the early days of the company, while the more recent additions to the family were tapped by Gallo and Beck. A few agencies in remote areas of the world have been set up as the result of correspondence and recommendation by airlines. Several times during the series of interviews, Gallo reiterated with open pride that "not a major city in the United States exists where a shipper cannot get total service to any point overseas."

Key domestic stations are located in New York, Newark, Philadelphia, Chicago, Detroit, Miami, New Orleans, Houston, Los Angeles, and San Francisco. A rate comparison chart for destinations everywhere in the world

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has been worked out for each of the 10 cities. One of AEI's significant sales points is that the identical type of service is available in all 10 cities.

The interviewer's final talk with Gallo took place less than a week before the Civil Aeronautics Board's approval of the air exchange concept as proposed by the Air Coach Transport Association and the Independent Military Air Transport Association. (Roughly speaking, an air exchange is a clearing house for charters of various types of aircraft destined to different points. It was born in postwar London, at the Baltic Exchange, old and

traditional meeting place for charterers, brokers, and vessel owners.) What opinion, if any, had he formed on the idea of an exchange in the United States?

"When the law allows it," Gallo said, "I would be interested in the operation of an air exchange. As a matter of fact, AEI has a dormant subsidiary, Air Charter Exchange, Inc., incorporated three years ago under the laws of the State of New York. But my idea of an exchange is one that would be run along the lines of the Baltic. As my company sees it, the exchange should

be slanted toward the needs of the shipper and not controlled by the carrier. While I believe we are better set up to handle such an operation than anyone else, it is my earnest opinion that the time for this is not ripe now."

Did this, then, indicate that AEI shunned air freight charters at the present time?

"Not at all," Gallo stated. "We've chartered planes many times, but only as an emergency measure. Our experience has taught us that our facilities can handle anything in the regular run of business. Let's put it this way: we're not actively going out after the charter market."

### South Africa Charter

Pursuing his point, Gallo referred to a panicked shipper who demanded that AEI charter an airfreighter to haul a 16,000-pound turbine rotor from New York to Johannesburg. Transportation cost was secondary, for the Argentine vessel requiring the rotor lay disabled at Durban at a loss of \$5,000 a day. A DC-6 charter (New York to Johannesburg and return) would have cost \$54,000. The rotor was handled as another item in AEI's regular services, and flown to Johannesburg by combination routing for only \$23,000. It was trucked to Durban. Not only did the regular service beat the charter by two days, but ironically the same DC-6 was used on the transatlantic leg.

"Sure, we earned a smaller profit, but we made a permanent customer. The investment paid off."

While principal reliance is placed on advertising and direct mail and the attendant word-of-mouth, there is no de-emphasis on the art of salesmanship. Sixteen salesmen are employed to follow up leads and maintain contact. But this is not a true figure, for many of the executives, from the president of the company down to the station managers, perform sales jobs consistent with the plateau on which each operates.

Often salesmen are sent into a weak area for the purpose of developing its proper volume of traffic. Sometimes this is a two-way task, as in the case of Miami. AEI's sales pitch has been directed at industries and businesses in 19 Latin American countries. Successful penetration will mirror itself in greater volume for consolidation for the southbound movement, primarily through the Miami gateway.

"Getting the right kind of personnel has remained a consistent problem," Gallo acknowledged a little wearily. "It's remained the \$64,000 question. Naturally, we try to acquire people with experience. On the average we pay better than most firms in the for-

warding industry. We've also hired young men out of college and made them sales trainees. I'm afraid the program has not worked out to our complete satisfaction. It boils down to this: unless an individual has a true liking for transportation, he is licked from the start. The man who likes his work will turn out to be a good salesman and a good administrator."

It is possible that the shipping public may be somewhat confused as to the functional differences of Air Express International Agency and Air Express International Corporation. The agency is an IATA cargo sales agent and customs broker; the corporation performs as a domestic and foreign indirect air carrier. Shelby W. Merrill, former superintendent of cargo sales and assistant manager of Pan American World Airways' Latin American Division, is general sales manager. Domestic air freight, which is showing a record of steady growth, is under the aegis of George S. Dart, United States sales manager. Surface Freight Corporation, another subsidiary, is registered with the Federal Maritime Board.

The very nature of the organization and the men who cause its gears to mesh have stacked all the cards on the future of air cargo. AEI is in the forefront teaching the I'm-from-Missouri business and industrial community the how, why, and wherefore of converting to air; and it is pyramiding its own series of successes on the premise that El Dorado awaits the one who does it with dynamism and unswerving faith.

In its 20 years AEI has run the gamut of the lumbering flying boat and zeppelin to the DC-6A, *Super Constellation*, and even the helicopter (which nearly daily hauls hundreds of pounds of freight from Newark Airport to Idlewild). Tomorrow it will be the jet transport, and after that—who can tell? But whatever the future will bring, you can bet your bottom dollar that the AEI people will be around with freight to ship. • • •

### MORE SELLING TIME

(Continued from Page 17)

time advantage somewhat uniquely in the favor of any company which sells to or services the aircraft industry.

From a cost-per-mile standpoint, we know that our own plane operations run higher than would be the regular airline fares for one person. That does not, however, take into account the 300 pounds of field test equipment that are vital to our field service activity. And what better place to demonstrate airborne communication, navigation, and flight director instruments than in your own plane!

Each ARC field engineer is his own pilot, so we find our costs to be less than the public transportation bill for an individual, his luggage, and necessary equipment. And there are no connecting transportation costs and inconveniences.

Here, again, I'd like to emphasize the fact that the time gain is the most significant factor. We can come and go as we find it advantageous to . . . our planning and scheduling is limited to filing flight plans . . . and we're at work as soon as our wheels stop rolling at a nearby or distant airfield.

In the matter of planning an itinerary to allow for several calls on a single trip, the executive plane affords another big advantage. We're not at the mercy of schedules or timetables. We can stay at one point just as long as is necessary to handle the dealer contact or customer demonstration job properly—and then we can take off and drop in on the next dealer unannounced or after a quick phone call. It's not at all unusual to make four or five calls and to cover 750 to 1,000 miles in a day.

### Basic Equipment

From the investment and operating cost standpoints our planes—a Beech *Bonanza* and a Ryan *Navion*—are viewed as part of basic plant equipment. In our case we feel that such an approach is sound from the cost comparison standpoint, especially in view of the fact the planes are put to a variety of uses.

In addition to the executive and sales travel, they are used extensively for field engineering on both commercial and military calls and as an airborne communications-navigation equipment laboratory. The *Bonanza* is equipped with all the standard ARC communication and navigation equipment suitable for military and executive planes and helicopters. It has been flown many hundreds of hours demonstrating uses of communication and navigation equipment at military bases as well as at civilian fields. The *Navion* is equipped primarily as an engineering test aircraft but with space to carry a substantial amount of special test equipment for field service, particularly with the United States military. It is flown principally by the research and development and field engineers. It is used for most of the experimental and test work on ARC equipment, and to aid in test work on military equipment. Both planes are four-passenger. In the *Bonanza* the full complement of ARC voice communication, navigational receiving equipment and the Course Director is effectively arranged for demonstration purposes and in such a

way that it does not infringe on the seating capacity.

Because our planes, hangar, and air-strip are all very essential to the research, development and sales engineering phases of ARC's commercial and military business, we have not felt it necessary to attempt some of the interesting figure comparisons customarily associated with cost finding in connection with the ownership and use of executive planes.

We confine our cost records and comparisons pretty much to a "fly or no fly" basis. And on that score we know

that our costs are favorable when stacked up against public transportation facilities, and that the time and convenience advantages over those means of travel (or by automobile) are all heavily in favor of the company plane.

That we are fully sold on the tremendous advantages in executive plane uses for sales and demonstration work is best indicated by this fact: we look to early expansion of these facilities to meet the increasing need for flight tests, sales contacts, dealer coverage and field service work. • • •

on being able to give a high level of basic service at the lowest possible price to the largest possible public. The disparity between what our aircraft are capable of doing, and what they can do safely is the greatest single physical threat to the industry's future.

This General Meeting has therefore commissioned an all-out effort to develop remedies for this situation which we trust will be one of the most important items on the agenda of our sessions in 1956. We do not expect that there will be a single, simple panacea, nor are we the only people concerned, but we do hope to produce positive and helpful suggestions.

"A second target is formalities. An intensification of the campaign against unnecessary, overlapping and discriminatory red tape requirements will go ahead on all fronts. More attention will be devoted to cooperative effort by the airlines through IATA and in cooperation with ICAO as the international aviation organization of governments on a worldwide scale. Moreover, the members of IATA are going home from here to discuss with their individual governments further reductions in the documents and procedures which hamper air transport between nations. The record of some of these governments in the past has been good and the record of others has not; but there is a growing realization by most of them that they cannot encourage international trade and travel by tying tourniquets on the arteries through which they must flow.

"A third target is simplification. We are holding down the price of basic transportation and we hope to push it down still further. But if we are to keep the industry financially healthy and free the international airlines from undue dependence on the public purse, we must increase the net revenues of air carriers. Under the circumstances, the General Meeting has given every possible encouragement to the IATA working groups which are trying to reduce the complications and cost of producing, selling, and handling airline service. I feel certain as well that the staffs of individual companies will be hearing some emphatic statements from their own managements on this subject before very long.

"Our fourth target is the cargo market. This General Meeting has been unusually cargo-conscious. In past years, we have talked about the potentialities of air cargo as service for the public and revenue for

## Facts and Figures

### United States Airlines

**Allegheny:** Air express traffic in September exceeded the same month in 1954 by approximately 71%.

**Braniff:** Payment of a dividend of 15¢ per share on the 1,842,574 shares of common stock outstanding was authorized for payment.

**Flying Tiger:** Company claims the record for the biggest movement of commercial air freight in a single 24-hour period—502,500 ton-miles. Total of 1,160 tons of freight was airhauled.

**National:** Net earnings for the first quarter of fiscal 1956 were \$468,344, equal to 46¢ a share. Report calls it the most profitable first quarter in company history.

**Pan American:** Total of 724,240 pounds of freight was flown over the Atlantic during September. This represents an increase of 65% over same period a year ago. More transatlantic cargo was hauled during first nine months than during the whole of 1954. Nine-month total stands at 4.7 million pounds; 12-month total last year was 4.6 million pounds.

**Riddle:** September, 1955 showed up 40% better than September, 1954. Airline flew 1,318,254 ton-miles of freight.

**Seaboard & Western:** Increase of 40% in transatlantic freight is noted for the first nine months, as against the same period a year ago. Total ton-miles flown between January 1 and September 30, 1955 is 10,911,000. During third quarter, 4,986,000 ton-miles were recorded—a 75% jump over the same quarter in 1954.

**Slick:** Profits of \$44,500 in August and \$45,600 in September are reported. During October, a company volume mark was established—6,368,000 ton-miles, of which 2,011,000 ton-miles were charter.

**TWA:** Operating revenues for first nine months (\$163,433,000) set a new gross income record. Net earnings were \$5,155,000 (\$1.54 a share), compared to \$8,599,000 (\$2.58 a share) for the same period last year. Large part of drop in 1955 earnings is due to decrease in mail service pay, company says.

**United:** Record earnings of \$10,011,309 (\$3.56 a share) are reported for January-September period. Same period last year brought earnings of \$8,433,683 (\$3.13 a share). Net earnings were lower than last year's—\$5,960,617 as against \$5,739,229. Best traffic volume was re-

ported for October. Express (1,417,000 ton-miles) was 30% over same month last year, freight (3,755,000 ton-miles) up 16%, and mail, including experimental first-class (2,022,000 ton-miles) up 3%.

**Western:** Net income for the first nine months was \$1,639,756—an all-time high. Income was 58% over 1954 earnings for same period.

### Foreign Airlines

**Civil Air Transport:** 1955 nine-month record shows a total of 10,525,37 revenue tons of freight flown. Ton-mile total is 4,763,264.

## Interline

**Airwork-Seaboard:** The exchange of cargo shipments and the acceptance of each other's airwaybills are the result of an agreement between Airwork Ltd. and Seaboard & Western Air Lines. It is pointed out that the pact will effect a higher frequency of cargo service over the North Atlantic.

## International Air Transport Association

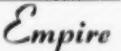
Here is a summary of IATA's Tenth Anniversary General Meeting, as issued by the organization's president, Juan T. Trippe, president of Pan American World Airways:

"The General Meeting of IATA is the occasion on which the scheduled international airlines set the sights on their targets for the future—both immediate and long range.

"Today, the first of these targets is facilities. Our present aircraft are already carrying greater loads than their terminals can handle and they are outrunning the present aids and facilities provided for them by individual governments. With new generations of aircraft now on order, and with every indication that the ten-year trend of traffic increase will continue, this matter of ground and navigation facilities has become serious and pressing.

"Let me emphasize here that this is not a safety problem. No airline will ever operate beyond the limits of safety; but when it must throttle back its operations to keep within those limits, it is operating its equipment uneconomically and incurring extra costs which, if long continued would pass on to the traveling public in the form of higher traffics. Our hopes for future prosperity and service are based

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## C-130A HERCULES TURBOPROP—MORE AND MORE OF THEM



The Lockheed Aircraft Corporation, manufacturers of the 54-ton turboprop C-130A Hercules airfreighter, reports that it has received its fourth and biggest order for the manufacture of the aircraft. Neither Lockheed nor Air Materiel Command of the Air Force disclosed the number of aircraft involved in the latest order, although it was indicated that it was "by far the largest ever received" for this plane. When the third contract for the Hercules was received a year ago, its value was approximately \$100 million; the fourth contract, therefore, is presumed to be considerably above that amount. Manufactured at Lockheed's plant in Marietta, Georgia, initial operational C-130s are scheduled to be received by the Tactical Air Command's 18th Air Force. In a descriptive story published in *Air Transportation* last February, it was stated that the plane has "a growth potential in the cargo field which will offer to the logistics, or to the civilian operator, a direct operating cost of 4¢ per ton-mile as compared to present military cargo airplane of 6¢ per ton-mile." Right now the military have first call on this cargoplane.

*the airlines. Now the public must be fully educated to the advantages of air cargo; cargo service must be made more easy to understand, and more accessible and simpler to use. This meeting has made it evident that the cargo people have the interest, support and sympathy of their management; and equally, that their management expect a great deal of them.*

"I wish it were possible to set finite limits for the results which we can claim for this meeting, or for the efforts which it has initiated and encouraged. The problems of this industry, and particularly those which the industry attacks through IATA, are generally too complicated to make prophecy possible or profitable. The fruits of this meeting will be the acceptance of specific IATA recommendations by governments at future meetings of ICAO; the elimination of some country's requirements for a consular visa or an invoice; the provision of more adequate facilities for transit passengers at an airport; or a new and simplified tariff. Few of these things are spectacular, but they will, in their sum total, mean better, faster and cheaper air service for more people—which is the fundamental aim of IATA and its members."

### Materials Handling

The 6th Western Packaging & Materials Handling Exposition will be held in the Pan Pacific Auditorium in Los Angeles, July 10-11-12, 1956.

The first of a new series of "fact folders" designed to help manufacturers select the right materials handling equipment

ment for their specific operations has just been published by Towmotor Corporation, Cleveland, Ohio. The colorful, new four-page folders are designed for easy readability and to provide "facts at your fingertips" on any specific series of Towmotor Fork Lift Trucks and Tractors.

For example, the folder developed for the new Towmotor 500 Series (Gasoline, LP-Gas or Diesel) details the advantages of this compact and maneuverable 5000-pound-capacity fork lift truck and highlights the important features on Page 1.



Page 2 gives the reader complete and detailed specifications on the Model 500 which is available for all three fuels. Page 3—operating data—utilizes schematic drawings and diagrams to point out capacity, load center, turning radius, speed of travel and lift, and other performance

data and specifications. A table on lift, height and weight is included and as an additional feature the specification sheets list the wide range of standard accessories and optional equipment available on Towmotor Fork Lift Trucks. Additional reference folders cover Towmotor's complete constant power line by models and will be a valuable guide in helping manufacturers solve their materials handling problems. (See Item No. 60, *Come 'n' Get It*, in this issue.)

### New Offices

#### AIR FRANCE

New York—A downtown ticket agency in the Wall St. financial district has been opened at 165 Broadway. Mrs. Odile Garrett is in charge.

#### BOAC

Dallas—December 12 is removal date to Room 2020, Adolphus Tower, Main and Akard Streets. District sales manager is A. Campbell Buchanan.

#### EMERY AIR FREIGHT

New York—Executive offices now occupy the entire 18th floor at 801 Second Ave.

### Rates

Pan American: General cargo rates between Houston and Central and South America have been cut an average of 20%. (See *Services*.)

**Slick:** 40% reduction on Eastbound containers shipped collapsed or nested . . . Approximately 15% cut on Eastbound shipments of pens, pen parts, refills, and related packing material.

## Services

### United States Airlines

**Northwest:** Stratocruisers have been assigned to the Chicago-New York run. Up to now they have been flown transcontinentally, between Minneapolis-St. Paul and Chicago, and to the Orient and Hawaii.

**Pan American:** All-cargo service between Houston and Latin America is scheduled to begin December 1. Flights leave Houston every Monday and Thursday at 10 p.m. Monday flight terminates at Guatemala City at 9:30 a.m. Tuesday, with an intermediate stop at Mexico City. Thursday flight winds up in Panama City at 4:20 p.m. Friday, with stops at Mexico City, Guatemala City, El Salvador, Tegucigalpa, Managua, and San Jose. C-54 equipment will be used.

**Slick:** Nightly DC-6A freight flight from New York to California via Chicago, now

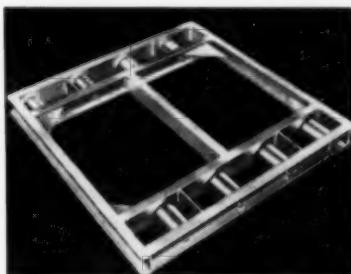
arrives at the terminal city one hour and seven minutes earlier. Credit for speed-up is given to improved ground-handling and operational procedures. Flight now leaves New York/Newark at 10 p.m., reaches Chicago at 12:42 a.m., arrives in Los Angeles at 6:48 a.m., and in San Francisco at 9:50 a.m.

**United:** Nonstop service in each direction between Chicago and the West Coast cities of Portland, Seattle, and Tacoma in effect. Two round trips daily . . . Effective December 8, service to Santa Barbara, Monterey, and Eureka, California is resumed. Convair equipment to be used.

### Foreign Airlines

**Airwork:** Rescheduling of cargo flights offers an improved transatlantic service. Survey of shippers, freight forwarders, and cargo agents has shown that 4 p.m. departures (from Idlewild) are preferable. Airline reports that more than three hours have been lopped off total New York-London route time. Previous departures were at 11 p.m. and 11:30 p.m.

**BOAC:** Introduction of *Viscounts* on Miami-Nassau run will reduce flight time to 50 minutes, effective December 16. Twice-daily services will be increased to three January 20.



these new light weight units (31 to 42 pounds, depending on size) facilitate quick, efficient manual positioning and result in faster, more economical material flow in freight car loading or trucking operations. The dollies are fabricated of welded magnesium channels and are fully stress-relieved. Other features are: rounded corners, and 3½" diameter rollers equipped with ball bearings and steel axles. Roller spacing may be even, or staggered, as required. The pallet dollies are available in six standard sizes and in capacities of 2000 or 4000 pounds.

**Yale & Towne Manufacturing Co.:** A brand new series of industrial lift trucks has been introduced. This is the KGA51 line, equipped with Yale Torque Transmission which provides fully automatic gear shifting, permitting faster, smoother materials handling with greater operator comfort and safety. Built in capacities from 3,000 to 8,000 pounds inclusive, these trucks provide a whole new dimension to the Yale line of gas, diesel, and LPG powered equipment. They combine the latest in fork truck design with the newest developments in transmitting power by means of a torque converter fully automatic transmission which eliminates manual shifting of gears. Designed specifically for the KGA51 series of trucks, the Yale Torque Transmission provides an automatic response for every power demand in

## NEW EQUIPMENT FOR THE *Shipper & Carrier*

**Pitney-Bowes, Inc.:** A desk model "mailing center" that offers "big-mailer" advantages to the smallest office and even to individuals has been introduced. The "package" features the Model DM postage meter, little larger than a dial telephone, and a precision 16-ounce computing mailing scale, and includes the user's choice of a postmark advertising plate, as well as a postal rate and information chart and a parcel post zone map. The DM postage meter is a complete metered mailing machine that stamps and seals mail of all kinds and classes. By simply "dialing" the stamp value wanted and pressing a lever, the baby postage meter



prints postage of any amount, complete with dated postmark and, optionally, the user's own advertising message, trademark or monogram. The machine accounts for postage used and postage on hand in visible dollars-and-cents registers. It has a moistener for sealing envelopes, and a detachable unit takes care of parcel post postage.

Eliminating "lick-and-stick" mailing, the manufacturers point out, the DM provides all the major advantages and prestige of the metered mail system, including faster handling and dispatch in the post office,

where metered mail needs no postmarking or canceling and therefore can often catch earlier outgoing planes and trains. The 16-ounce mailing scale (Model 4900) is a time-saving product of precision construction, with a unique cylinder chart for swift, safe rating of letters and small packages of all classes. One of its selling points is that it "prevents loss of money through overpayment of postage, and loss of good will through underpayment (with consequent "postage due"). Handsomely styled and accurate to fractions of an ounce, the scale computes postage for first class, third class, air or surface mail from one-half ounce to one pound.

**Lipton Manufacturing Co., Inc.:** A new, improved automatic 1½" gummed tape dispenser has been developed by the company. Called the Walters 60 gummed tape dispenser, it features a front press-down handle and will automatically dispense, moisten, measure and cut off ¾" to 1½" wide gummed tape, in mechanically adjustable controlled lengths of 2" to 7½" in one stroke. A special device called the Econo-Miser, for tape-length control, saves up to 50% on gummed tape. The body is precision formed of rustproof, shatterproof die cast zinc alloy, and is completely enclosed to keep out dirt and maintain clean, fresh tape. The brush is 100% pure bristle and rests in a large capacity, removable cast aluminum water box. A stainless steel lifetime blade is included. Heavy duty gears and parts in the Walters 60 require no oiling. In addition, by means of a special mechanical arrangement, Lipton has eliminated about half the parts commonly found in such machines. It also has installed a special control for ¾" and 1" tapes, and has built channels and guides into the body of the machine to speed and ease the flow of tape.

**Magline, Inc.:** The introduction of a new light-weight pallet dolly has been announced by the company. Of all-magnesium construction, the pallet dollies provide maximum strength at minimum weight, an important factor for easy one-man handling. According to the company,

## AMPHENOL connectors

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industrial lift truck operation. Since torque multiplies in infinitely varying ratios the transmission automatically puts the truck in the most suitable ratio relative to load and speed, thereby eliminating engine lagging.

The possibility of transmission overheating has been eliminated by providing a large oil reservoir, running oil lines through an auxiliary radiator and applying fins to the lines. As in all automatic transmissions, clutches are necessary to accomplish directional changes. Yale engineers have utilized oil cooled, oversize, duplex type, hydraulically operated clutches. All transmission gears are in constant mesh with wide face helical gears being used for greater strength, quietness and smoother operation. Necessary oil pressure to suit the requirements of the Torque Transmission—change direction, lubricate, keep the converter unit supplied—is provided by an externally mounted pump. The pump is equipped with a relief valve and its position makes it very easy to service. Another maintenance feature of the Yale Torque Transmission is the fact that the whole transmission unit can be removed from the truck without disassembly. In addition, clutch discs can be replaced without removing major components since they are easily accessible by the removal of the transmission housing cover.

Every truck in the KGA51 series is equipped with inching control for smoother and more accurate maneuvering. A slight depression of the brake pedal reduces the pressure on the clutch causing a partial separation of the plates and reducing power delivered to the drive wheels. As the inching control is in the same circuit as the brakes, further depression of the pedal applies the hydraulic brakes. Dual brake pedals have been provided so that the operator may operate the inching control with his left foot while the right depresses the accelerator to provide faster lift or attachment action. Extra visibility is afforded by a lowered cowl which at the same time provides ample protection for the driver. The seat on the KGA51 trucks has been lowered to place the operator in a more comfortable and safer position. Controls are located in such a position that they are within easy accessibility at all times, but out of the way of a person mounting or dismounting the truck.

**Baker-Raulang Co.:** A new line of electric fork trucks designed especially for high maneuverability, ease of maintenance, and increased operator comfort and convenience, has been introduced. The new Model FT line includes trucks with 3000-, 4000-, and 6000-pound capac-

ities. The FT trucks have high stability, due to low center of gravity, increased width, and low overhang. Turning radius for the 3000-pound truck is only 73½ inches, minimum intersecting aisle is 66½ inches, and clearance for right-angle turn is 87 inches exclusive of load length. The Model FT trucks have no cowl, for safety and operator comfort, since he can more easily see the load and the floor immediately ahead. Absence of a cowl also makes it easier for the operator to get off and on the truck, and the floor plate has been kept free of obstructions for the same reason. Controls, including controls for auxiliaries, are conveniently-located and easy to actuate. The steering mechanism is designed to require minimum operator effort.

The Model FT trucks have three braking systems. The wheel brakes are hydraulic, self-energizing and self-equalizing. The parking brake, actuated by the spring seat, acts on the armature shaft. The trucks also have dynamic braking, with a feature preventing abrupt reversal of direction while truck is in motion.

**Hyster Co.:** The Hyster HC-50 lift truck, a compact, highly maneuverable 5,000-pound unit is now available. The HC-50's outside turning radius of 79 inches is said to create "unexcelled maneuverability" in narrow warehouse aisles. Its short length, narrow width and ease of steering contribute to speedy on-the-job



output. The HC-50's net weight, 7110 pounds, is the lightest in its capacity and permits truck operation on lighter weight floors. Low center of gravity and comparatively long wheelbase are design qualities which improve traction, weight distribution and operating ease.

**Towmotor Corp.:** According to the company TowmoTorque represents a new concept in automatic transmissions. No



gear-shifting delays and dependable performance under all types of operating conditions are among the cost-cutting advantages promised by the manufacturer. Designed "specifically to meet the exacting demands of fork lift truck operation, TowmoTorque automatically supplies the correct torque to the Towmotor's drive wheels, as required by changing operating conditions."

The manufacturers point out that with TowmoTorque, a special Creep Control feature enables the operator to guide the Towmotor into the exact position required and, at the same time, helps him to maintain high engine speed for full hydraulic lift, tilt or hydraulic accessory operation.

Another answer to current materials handling problems is a unique materials handling device called the Towmotor Unloader Attachment. The Unloader is available as a standard accessory for most Towmotor fork lift trucks. With the Unloader attachment, mechanical unloading and placing of both palletized and non-palletized loads—including crates, cartons, bags and drums—from the lift truck is made possible through the use of equalized hydraulic power, eliminating the need for any manual handling. Unloading operations are controlled by a lever located at the operator's finger-tips. With this accessory, unloading is accomplished with minimum effort in the shortest possible time.

## BOOKS

Fully illustrated descriptive information on Britain's civil aircraft and air carriers are contained in D. G. T. Harvey's **British Civil Aviation** (John de Graff; 168 pages; \$3.00) . . . General Laurence S. Kuter represented the Army Air Force at the crucial Yalta conferences. His **Airman at Yalta** (Duell, Sloan & Pearce; 180 pages; \$3.00) is another "inside" on the historic parley, adding to the growing list of literature on Yalta. A significant addition . . . The evolution of commercial aviation, from hedgehopping to stratospheric flight, is told by Byron Moore in his **The First Five Million Miles** (Harper; 276 pages; \$3.75). Woven into the tale is the intriguing account of how a modern airline operates.

First published in German under the title, *Grenzschicht-Theorie*, here's the first English-language edition of Hermann Schlichting's text book, **Boundary Layer Theory** (McGraw-Hill Book Co.; 532 pages; \$15.00). Translation is by J. Keast . . . Astronomy, from the era of the cave man to the present era of atomic energy, is covered by Patrick Moore in his **The Story of Man and the Stars** (W. W. Norton & Co.; 246 pages; \$3.95). Includes illustrations. Fascinating . . . Now available is the completely revised and enlarged edition of Neville Duke and Edward Lanchbery's **Sound Barrier**. All about supersonic flight and how it is achieved.

Nearly 300 illustrations are between the covers of **The Wonder Book of Aircraft** (John de Graff; 224 pages; \$3.00). All about aircraft—what makes it fly, what makes it safe, and how it is utilized—in addition to easily digested data on civil aviation . . . For an interesting human-side story of the men who carried out the orders of General Curtis Le May in World War II, we suggest you pick up a copy of Earl Snyder's **General LeMay's Circus** (Exposition Press, Inc.; 175 pages; \$3.00). You'll like it . . . Well, it had to come—the story of Major Charles E. Yeager, the first man to break the sound barrier. This is a boy-to-man tale, and it makes good reading. William R. Lundgren has done well in his **Across the High Frontier** (William Morrow & Co.; 288 pages; \$3.75).

## French Airline to Open Cross-Channel Ferry Run

LE TOUQUET, FRANCE—The recently organized French airline, Compagnie du Pont Aérien-Air Channel, will inaugurate a new ferry service across the English Channel between Le Touquet and Lympne, England. Like Silver City Airways, which has been fabulously successful in trans-channel ferry operations, the French carrier will operate Bristol *Freighters*. Air Channel was established by Roger Colin, founder and head of Air Outremer, of Vietnam.

## French-German Air Pact

On the heels of its commercial air pacts with the United States and the United Kingdom, West Germany has signed an agreement with France providing reciprocal traffic rights for both countries.

West Germany gets permission to operate services (a) to Spain and Portugal via Nice and Bordeaux; (b) to Argentina, Brazil, Chile, Columbia, and Venezuela, via Paris; (c) to South Africa via Brazzaville; to Shannon and New York, via Paris.

France gets permission to operate ser-

vices to Austria, Southeastern Europe, Near East, Pakistan, India, Indochina, Far East, and Australia, via points in Germany.

## Delta Route Extensions Called Award To Public

ATLANTA — The Civil Aeronautics Board's action in awarding Delta Air Lines new routes from Atlanta to New York, and from New Orleans to Houston, won warm words from C. E. Woolman, Delta president and general manager. The Atlanta-New York route is via Charlotte, Washington, Baltimore, Philadelphia, and Newark. Said Woolman:

"This award is the culmination of our 10 years efforts to link the South and Southwest with the key financial, government and industrial centers of the Northeast. It is a just and appropriate decision, and will enable Delta to bridge one of the glaring gaps in the airline pattern of the nation. But the new route just granted our company is not only an award to Delta. It is an award to the public. In no case ever heard by the CAB has the public's need for competitive airline service been more convincingly documented."

## We Announce With Pride . . .

BEGINNING with the next (January, 1956) issue of *Air Transportation*, gross circulation will be increased to a minimum of 10,000 copies monthly.

To our readers, to our advertisers, we say:

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#### B—Registered Air Mail and/or Air Express and/or other shipments by air: Western Hemisphere (excluding shipments between points in Continental United States and/or Canada):

##### Sendings between points in Western Hemisphere:

	Gold	All Securities	Including	Non-Negotiables,	Documents and	All Other	Interests
Gold, all securities, including non-negotiables, documents and similar interests							1½¢%
All other interests							.2½¢%

#### United States, Canada, West Indies, Central America, Mexico and South America:

##### To or from:

1. (A) British Isles, Eire, Greenland, Iceland, Denmark, Norway, Sweden, France, Holland, Belgium, Luxembourg, Portugal, Spain, Switzerland, Italy	1½¢%	2½¢%
(B) Finland, Germany (exc. Berlin), Austria, Trieste	2½¢%	5¢%
(C) Czechoslovakia, Poland, Romania, Bulgaria, Hungary, Yugoslavia, Albania, direct shipments only	10¢%	20¢%
(D) Greece, Cyprus, Turkey	2½¢%	5¢%
2. (A) Africa except Egypt	1½¢%	2½¢%
(B) Egypt	5¢%	10¢%
3. (A) Palestine, Syria, Lebanon	6½¢%	12½¢%
(B) Transjordan	7½¢%	15¢%
4. Iraq, Saudi Arabia	2½¢%	5¢%
5. (A) Iran, India, Pakistan, Afghanistan	3½¢%	7½¢%
(B) Ceylon	2½¢%	5¢%
(C) Burma	5¢%	10¢%
6. Australasia, Guam, Samoa	1½¢%	2½¢%
7. (A) Malaya, Thailand, Hongkong and Kowloon, Formosa	3½¢%	7½¢%
(B) Philippines, Japan, Okinawa	2½¢%	5¢%

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Cargo Schedule Rate

Except—United States to from Mexico 2½¢%, provided assured agrees to pay reduced rate on all shipments, otherwise individual shipments at full cargo schedule rate.

#### D—Express—(Excluding Air Express)—Charge Cargo War Risk Schedule Rates.



The numbered paragraphs below correspond with the numbers appearing in the coupon in this department. To order one or more pieces of literature, or other types of materials, at absolutely no charge to you or your firm, just encircle the corresponding number in the coupon, fill in the required information, and mail it in. Air Transportation will do the rest of the job.

**34** Shippers of products weighing up to 100 pounds may be interested in reading a new brochure illustrating the various uses of a semi-automatic round steel strapping machine reportedly capable of 16 ties per minute. Illustrated uses range from the strapping of corrugated cartons to newspapers and welding rods.

**35** New single-page bulletin describing and illustrating a low-cost gravity wheel conveyor strip. Shows how conveyor strip can save handling costs four different ways.

**36** Designed for shippers and users of international air freight, here's BOAC's new booklet providing air cargo rates on the airline's transatlantic services. Gives concise listing of BOAC's normal rates from New York to 133 overseas points. Also outlines collect and COD services, valuation charges, insurance premiums, commodity rates, etc.

**37** Illustrated bulletin giving one manufacturer's complete line of magnesium hand trucks. Includes specifications, techniques, data, and a hand truck selection plan.

**38** How does modern materials handling equipment pay for itself out of its savings? Here's an interesting little folder which provides all the details.

**39** Planning a trip to another country? Ask for this valuable folder which lists import regulations, weights and measures, foreign money regulations, and currency conversion.

**40** Sample copy of the *American Import Export Bulletin*, leading foreign trade monthly. Features vital data, news, and articles.

**41** Illustrated brochure on a magnesium hand truck designed to ease heavy loads up and down stairs and curbs with minimum effort.

**42** An interesting materials handling job study which shows how a manufacturer of stoves was able to reduce handling costs 66% through the use of a fork lift truck.

**43** Descriptive material on the Mohawk Midgetape, pocket-sized, battery-operated tape recorder, which has been found by traveling business executives to be extremely useful in a variety of ways. Will record important data, dictated letters, conferences, etc.

**44** Here's a handy little currency conversion calculator, together with another calculator for weights and measures. Excellent for the shipper.

**45** A well-known international freight forwarding firm is offering an eight-inch plastic ruler. Good pocket-size.

**46** Case histories of bulk packaging are illustrated in a newly issued brochure. Cites specific benefits and economies which have resulted from adopting "king-sized" containers.

**47** Air Express International Corp.'s new memo tariff which lists 50,000 air cargo rates to all world destinations.

## New Items This Month

It is the policy of the editors to retain each *Come 'n' Get It* item for a period of three months.

The items added this month are numbers 133 to 142 inclusive.

Reputed to cover a wider range of commodities than any other carrier.

**48** Ask for Air France's tariff showing reduced specific commodity rates.

**49** Booklet describing the air freight services jointly offered by KLM Royal Dutch Airlines and American Airlines.

**50** We recommend this handsome 64-page booklet, *Picture of an Airline*, which gives you the complete story of one of the world's top international air carriers, KLM Royal Dutch Airlines. Well-illustrated.

**51** Available for group showings is United Air Lines' new color-sound motion picture, *Points East*, which offers an interesting cross-section of the Eastern United States.

**52** *How to Get the Most Out of Your Trip*, is the title of a series of seven pocket-sized booklets which will tell the traveler how to get the most out of his trip. The booklets cover the countries of Panama, Colombia, Ecuador, Peru, Bolivia, Chile, and Argentina.

**53** Available to shippers, Seaboard & Western Airlines' North Atlantic Air Freight Tariff Memo.

**54** Information on Varig's air service to the Caribbean and Brazil.

**55** Interesting booklet on Fanfold, a new paperboard product for custom packaging. Presents the answer to numerous packaging problems of shippers.

**56** Here is a new bulletin which specifies the advantages of Raymond's heavy-duty electric Reach Fork Truck.

**57** Want to know about international air parcel post? Ask for *How to Make Your Business World Bigger*.

**58** Attractive, four-color folder describing in detail the new KGA51 series of industrial lift trucks with Yale Torque Transmission.

**59** New six-page bulletin describing Baker-Raulang's line of battery-powered fork trucks.

**60** Here's the first of a series of "fact folders" designed to help in the selection of the right materials handling equipment for specific operations. This one is on Townmotor's new 500 Series of fork lift trucks.

**61** Wall-size map of the United States in color showing TWA's air cargo routes, including Interline points. Inset also shows the airline's overseas routes. Excellent for all shippers.

**62** Leatherette-bound *Memorandum Tariff and Destination Guide* of Pan-Maritime Cargo Service, Inc., containing information on documentary requirements of various countries as well as a comprehensive schedule of lower-than-airline cargo rates to all destinations.

**63** Want to receive an interesting monthly bulletin devoted to current news of the air charter market? Concise, newsy, and loaded with information for all individuals concerned with the effective transportation of merchandise.

**133** Quick Reference Air Freight Shipping Guide No. 1 of Airwork Ltd.

**134** Another in REA's excellent series of *Study of Handwriting and Air Express*.

**135** Germany—calendar of events in that country, covering the period ending April, 1956.

### SPECIAL SERVICE DEPARTMENT AIR TRANSPORTATION

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34	35	36	37	38	39	40	41	42	43	44
45	46	47	48	49	50	51	52	53	54	55
56	57	58	59	60	61	62	63	■	■	■
133	134	135	136	137	138	139	140	141	142	■

**136** Shippers will find interest in the Port of New York Authority's new brochure, *A New Service for You*, which describes the Authority's various services for air shippers.

**137** *The Magic Web*—the story of how the network of 150,000 miles of controlled airways has set a record in safety despite increasing numbers of aircraft in the sky.

**138** Twelve-page catalog illustrating different models of two-wheel and platform trucks, dollies, and casters. Includes application photos and specifications.

**139** Pan Am's excellent 16-page illustrated booklet providing various

facts on international air shipping. Recommended to all types of shippers.

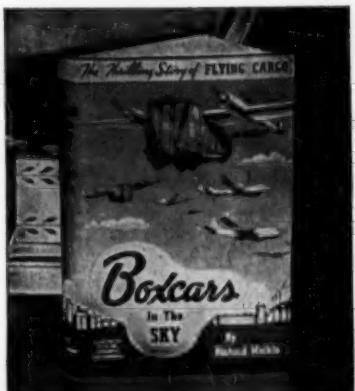
**140** Bulletin on the Power Ox Model PO-40 electric hi-lift platform truck, a walking-type, battery-powered unit designed to speed the moving and stacking of any type of load that can be carried on a platform.

**141** Bulletin on a straddle-type tiering truck in 4,000-pound capacity, designed to operate in narrow aisles.

**142** Japan Air Lines' newly revised and up-to-date *Quick Reference Guide* for shippers. Features rate information, both general and specific; what the shipper should know about shipping over the Pacific; etc.

### DOMESTIC AIR PARCEL POST RATES

Zone	First pound over 8 ounces				Additional pounds		
	Cents		Cents		Cents		Cents
1, 2, and 3.....	60		48				
4.....	65		50				
5.....	70		56				
6.....	75		64				
7.....	75		72				
8.....	80		80				
Weight	Zones 1, 2 & 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	
Over 8 ounces to—							
1 pound.....	\$0.60	\$0.65	\$0.70	\$0.75	\$0.75	\$0.80	
2 pounds.....	1.08	1.15	1.26	1.39	1.47	1.60	
3 pounds.....	1.56	1.65	1.82	2.03	2.19	2.40	
4 pounds.....	2.04	2.15	2.38	2.67	2.91	3.20	
5 pounds.....	2.52	2.65	2.94	3.81	3.63	4.00	
6 pounds.....	3.00	3.15	3.50	3.95	4.35	4.80	
7 pounds.....	3.48	3.65	4.06	4.59	5.07	5.60	
8 pounds.....	3.96	4.15	4.62	5.23	5.79	6.40	
9 pounds.....	4.44	4.65	5.18	5.87	6.51	7.20	
10 pounds.....	4.92	5.15	5.74	6.51	7.23	8.00	
11 pounds.....	5.40	5.65	6.30	7.15	7.95	8.80	
12 pounds.....	5.88	6.15	6.86	7.79	8.67	9.50	
13 pounds.....	6.36	6.65	7.42	8.43	9.39	10.40	
14 pounds.....	6.84	7.15	7.93	9.07	10.11	11.20	
15 pounds.....	7.32	7.65	8.54	9.71	10.83	12.00	
16 pounds.....	7.80	8.15	9.10	10.35	11.55	12.80	
17 pounds.....	8.28	8.65	9.66	10.99	12.27	13.60	
18 pounds.....	8.76	9.15	10.22	11.63	12.99	14.40	
19 pounds.....	9.24	9.65	10.78	12.27	13.71	15.20	
20 pounds.....	9.72	10.15	11.34	12.91	14.43	16.00	
21 pounds.....	10.20	10.65	11.90	13.55	15.15	16.80	
22 pounds.....	10.68	11.15	12.46	14.19	15.87	17.60	
23 pounds.....	11.16	11.65	13.82	14.83	16.59	18.40	
24 pounds.....	11.64	12.15	13.58	15.47	17.31	19.20	
25 pounds.....	12.12	12.65	14.14	16.11	18.03	20.00	
26 pounds.....	12.60	13.15	14.70	16.75	18.75	20.80	
27 pounds.....	13.08	13.65	15.26	17.39	19.47	21.60	
28 pounds.....	13.56	14.15	15.82	18.03	20.19	22.40	
29 pounds.....	14.04	14.65	16.38	18.67	20.91	23.26	
30 pounds.....	14.52	15.15	16.94	19.31	21.63	24.00	
31 pounds.....	15.00	15.65	17.50	19.95	22.25	24.80	
32 pounds.....	15.48	16.15	18.06	20.59	23.07	25.60	
33 pounds.....	15.96	16.65	18.62	21.23	23.79	26.40	
34 pounds.....	16.44	17.15	19.18	21.87	24.51	27.20	
35 pounds.....	16.92	17.65	19.74	22.51	25.23	28.00	
36 pounds.....	17.40	18.15	20.20	23.15	25.95	28.80	
37 pounds.....	17.88	18.65	20.86	23.79	26.67	29.60	
38 pounds.....	18.36	19.15	21.42	24.43	27.39	30.40	
39 pounds.....	18.84	19.65	21.98	25.07	28.11	31.20	
40 pounds.....	19.32	20.15	22.54	25.71	28.83	32.00	
41 pounds.....	19.80	20.65	23.10	26.35	29.55	32.80	
42 pounds.....	20.28	21.15	23.66	26.99	30.27	33.60	
43 pounds.....	20.76	21.65	24.22	27.63	30.99	34.40	
44 pounds.....	21.24	22.15	24.78	28.27	31.71	35.20	
45 pounds.....	21.72	22.65	25.34	28.91	32.43	36.00	
46 pounds.....	22.20	23.15	25.90	29.55	33.15	36.80	
47 pounds.....	22.68	23.65	26.46	30.19	33.87	37.60	
48 pounds.....	23.16	24.15	27.02	30.83	34.59	38.40	
49 pounds.....	23.64	24.65	27.58	31.47	35.31	39.20	
50 pounds.....	24.12	25.15	28.14	32.11	36.03	40.00	
51 pounds.....	24.60	25.65	28.70	32.75	36.75	40.80	
52 pounds.....	25.08	26.15	29.26	33.39	37.47	41.60	
53 pounds.....	25.56	26.65	29.82	34.03	38.19	42.40	
54 pounds.....	26.04	27.15	30.38	34.67	38.91	43.20	
55 pounds.....	26.52	27.65	30.94	35.31	39.83	44.00	
56 pounds.....	27.00	28.15	31.50	35.95	40.35	44.80	
57 pounds.....	27.48	28.65	32.06	36.59	41.07	45.60	
58 pounds.....	27.96	29.15	32.62	37.23	41.79	46.40	
59 pounds.....	28.44	29.65	33.18	37.87	42.51	47.20	
60 pounds.....	28.92	30.15	33.74	38.51	43.23	48.00	
61 pounds.....	29.40	30.65	34.30	39.15	43.95	48.80	
62 pounds.....	29.88	31.15	34.86	39.79	44.67	49.60	
63 pounds.....	30.36	31.65	35.42	40.43	45.39	50.40	
64 pounds.....	30.84	32.15	35.98	41.07	46.11	51.20	
65 pounds.....	31.32	32.65	36.54	41.71	46.83	52.00	
66 pounds.....	31.80	33.15	37.10	42.36	47.55	52.80	
67 pounds.....	32.28	33.65	37.66	42.99	48.27	53.60	
68 pounds.....	32.76	34.15	38.22	43.63	48.99	54.40	
69 pounds.....	33.24	34.65	38.78	44.27	49.71	55.20	
70 pounds.....	33.72	35.16	39.34	44.91	50.43	56.00	



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# PUBLISHER'S LETTER

THE END OF THE YEAR customarily is the time for stock-taking. One sits back, looks rearward on the year's achievements and retrogressions, and decides whether it was all worth the trouble and/or expense.

We, too, have been assessing the past, weighing achievement against setback, and have found the inventory sufficiently healthy to warrant expansion. Effective with the next issue of *Air Transportation*, its national circulation will be given a substantial boost.

It is a deep source of satisfaction to us that, in the more than 13 years of publication of this magazine, many of our predictions, many of the principles on which we took an editorial stand, have been fulfilled.

We believe in the future of air cargo, and we shall continue to tell its many-sided story to the business community which gradually is discovering it to be an increasingly potent economic instrument. The many letters which cross our desk, the many telephone calls which pour into our office prove the point. One has only to compare the near-void of the immediate postwar years with the bubbling activity of today to have the point driven home.

Our regular readers know well the editorial positions we have taken on certain industry issues during the past decade. Always this was done with two questions in mind: What is best for the air transportation industry as a whole? What is best for the businessman who will use the services of the air transportation industry? The answers came fairly easy. We borrowed from the lessons taught by centuries of surface shipping, firm in the belief that the only basic difference between general air transportation procedure and general surface transportation procedure was the vehicle employed.

While it is common knowledge that we have thrown our support behind certain principles, which we considered important to the well-being of the industry, it would be a gross error to regard this as blanket endorsement of every previous or subsequent "project" backed by the same individuals receiving our support. Knowing well the foibles of man, it would be less than politic on our part not to fix our point of view at the time each occasion arises.

Which brings us to the second point: responsibility versus irresponsibility.

There seems to be a tendency on the part of some that our earlier active support for a "cause" or proposal automatically infers continuation of this backing regardless of what eventual direction it may take. This my-country-right-or-wrong kind of thinking does not apply to us, nor do we subscribe to its

basic philosophy for any part of the industry we serve—shipper, carrier, or middleman.

This industry, not unlike others, with its crosscurrents of individual interests, is beset with the usual supply of rumor—some of it well-founded, some of it built on sand.

Simple rumor often can take a vicious turn. We saw evidence of this in the industry a few weeks ago when a few ill-conceived words snowballed into a confused mass of baseless charges. It was a sort of short-term mass hysteria, and when the whole thing simmered down one could not help but wonder why it had been started in the first place.

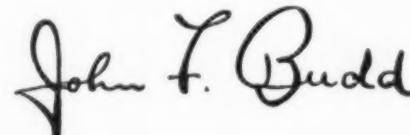
In our still infant industry, we require somewhat more than salesmanship and promotion. Internally we require the sort of statesmanship which will enable us to approach each problem and each disagreement rationally. No one, in the strict sense of the word, is opposed to the other if the proposal brings mutual benefits. If one side is in honest disagreement with the proposal of the other, it does not make him anti-industry, as some (judging by their talk) would have us believe. A man can love his wife, but still retain the right to criticize her choice of hats.

We have come a long way since the era of commercial air cargo dawned after the war. Slowly but steadily the revenue-producing gap between air passengers and air cargo is narrowing. We prefer to believe (and we never have had reason to be shaken in our belief) that eventually the gap will disappear altogether, then widen again—only this time it will be cargo which will be on top.

With this in mind, we urge upon the entire air transportation industry—all its segments, individually and collectively—to exercise the balanced approach which will hasten the inevitable day. In this area of practical diplomacy, all the trade associations with a stake in one or more parts of the industry can do much to help bypass the unnecessary rough spots and booby traps.

Irresponsibility is an expensive and time-consuming deterrent. Responsibility is a proven expeditor.

We, on *Air Transportation*, have consistently subscribed to this bit of preaching. And it will carry over to the expanded magazine with the issue which will open the second decade of postwar air cargo.



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